



# THE QUILL

*A Journalists' Journal*

**SIGMA DELTA CHI**  
*Professional Journalistic Fraternity*

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VOLUME XV

APRIL, 1927

NUMBER 2





Don R. Mellett, Indiana, 1891-1926

# Editorial

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## *The Don Mellett Memorial*

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THE building of a memorial to Don Mellett is the building of a memorial to the principles for which we stand. It was in the search for truth and in the fight to make the truth known and the right prevail that he lost his life.

IN giving tribute to Mellett the press at once glorifies his fearless service, honors his alma mater, emphasizes its guardianship of the trust relationship between the newspaper and its public, and serves notice that it is aroused against the various attempts being made throughout the world to intimidate, suppress, and coerce the press in the fulfillment of its mission.

IT is one thing to vindicate Mellett's murder by showing that the conditions he fought were evil, it is one thing to avenge his death by bringing his assassins to justice, it is quite another thing to make provision that his memory shall be honored and that his name shall stand for high endeavor and achievement in the annals of the press.

DOWN in Indiana Mellett's friends are building a living monument, a Don Mellett Memorial School of Journalism, to be housed in a great building which shall bear his name. They need our help to make that school and that building a worthy one. Into it must go the money that we can raise by making personal donations, gifts in the name of our newspapers and magazines, and by the arrangement of benefits the returns from which shall be devoted to the fund.

ALL of us can give something. It may be money or time or energy or organizing ability. Let us give what we can and give it as a testimonial that we appreciate the sacrifice Mellett made to his duty as a reporter and editor.



# THE QUILL

Lawrence W. Murphy, *Editor*

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# THE QUILL

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VOLUME XV

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## Indiana Plans to Honor Mellett

By Victor Green

THE drive for \$350,000 for a Memorial School of Journalism at Indiana University in memory of Don R. Mellett, slain Canton publisher who was a student at Indiana from 1910 to 1913, has been started. Newspaper men and journalism organizations throughout the United States are asked to contribute to this monument to the martyr of journalism.

A tablet or plate was first suggested as a memorial, but the chapter members decided that the greater project of a school of journalism would be far more fitting. The original goal of \$100,000 was raised to \$350,000 when many newspaper men wrote in urging that a truly fitting memorial be established.

The men backing the drive believe that newspaper workers, friends of Mellett and journalistic organizations will assist in reaching the goal and that the school will become a truly professional institution, teaching the ideals that inspired the fight of Mellett and that it will become a national shrine for journalists. In the structure housing the school will be placed a tablet describing the work of Mellett and inspiring others to his ideals. There, also, will be preserved the names of all the contributors and the names of the Executive Committee members who sponsor the drive. An Executive Committee has been formed among representative newspaper men and Canton, O., business men. It has been suggested that rooms and halls be named for those who do most to make the campaign a success.

Contributions, however, should be payable to "Treasurer of Indiana University, Bloomington, Indiana, for the Don R. Mellett Memorial Fund." All of the campaign work will be done by active newspapermen and students. The Indiana chapter of Sigma Delta Chi has given up the traditional weekly luncheon to contribute the money for a working fund.

Mellett's career at Indiana University was indicative of his later work. He was quiet and made friends without going out of his way to make himself popular. But his habitual quietness came to an abrupt end whenever he was aroused by a wrong.

### With a Smile

"Don died as he had lived and fought," Mrs. Florence Mellett, widow of the publisher, said as she heroically held her composure following the murder. "He went out with a smile."

She told how they had come home Thursday at midnight with Mr. and Mrs. Walter Vail.

"Don had gone to the garage to put the car away. I went to the kitchen to prepare a lunch and shortly afterward a revolver report rang out.

"A bullet whizzed past my head so close it displaced a hair. I saw Don fall and two men run down the street. When I reached him he had a smile on his face.

"Don, darling," I sobbed, and took his head in my hands. He never said a word; just kept on smiling; he was dead."

"Hell wouldn't keep Don Mellett from saying what he thought when he saw what he thought was a wrong." Thus one graduate, who was a friend of Mellett when Mellett was an editor of The Indiana Daily Student, expressed his opinion of the man.

Many of his classmates recall his courage in saying what he thought was right, regardless of the consequences. One of the "fights" was with a group of politicians in Bloomington, home city of Indiana University.

The water supply which the municipal reservoirs would hold was inadequate to meet the needs of the city of 10,000 people. More than once the residents had to depend on water delivered to their doors in barrels after it had been "imported" from distant rivers. University geologists had pointed out a valley where water might be stored (the wisdom of their recommendations has since been proved), but those in charge refused to take any favorable action. They claimed that the valley bed was porous and that the new reservoir would make higher taxes necessary and used various other excuses.

This condition aroused Mellett. He published articles in The Student and in down town papers giving details of the affair, denouncing those who were blocking the plans and declaring that the University should be moved from the city. His was one of the first of a series of attacks which finally resulted in victory for the new water reservoir project.

"But he wasn't what you'd call hot headed," a former classmate assured. "Every one liked Don. He was a good fellow and we all knew we could rely on him."

Another classmate, reading of the proposed campaign, wrote:

"He gave his life because he refused to give up the fight against the Canton underworld. That is the way I remember Don Mellett—loyal as a friend, honest as God makes man and unswerving from a duty that he considered right. Indiana University can offer no more fitting tribute to his memory than the proposed memorial. In the generations yet to come it shall serve as a lighthouse in a storm—a guide to that which is right and true."

While he was at Indiana University, Mellett was an editor of The Student and a member of the Press Club which later became the Indiana University chapter of Sigma Delta Chi. He also was a member of the Emanon Club, which became the present Alpha Tau Omega fraternity. He was a member of the cross-country team. It was overexertion in this sport that forced him to withdraw from school in 1913.

After leaving the University Mellett became associated with Governor J. Frank Hanley in the publication of his prohibition journal. Overexertion in this work compelled him to quit and he moved to Brown county where he ran a fruit farm to recuperate. Soon, however, he moved to Columbus, Ind., where he bought an interest in the Columbus Ledger. In 1925, he went to Canton, O., and became publisher of the Canton Daily News, one of the Cox papers.

At the head of the News, Mellett commenced a campaign against corruption and vice which gained nation-wide attention. He was threatened and attempts were made to bribe him, but he continued his campaign. Working with him, as city editor, was Lloyd Mellett, his brother, who also is an Indiana University man.

On the night of July 16, he was shot from ambush at the door of his own garage. The funeral was held at Indianapolis July 19. Surviving the martyred publisher are his widow, his mother, four children and six brothers.

In a testimonial given at the funeral service, James M. Cox, former governor of Ohio and owner of the Canton News and several other Ohio papers, said: "Don Mellett was an unusual young man; coming as he did into a large industrial city, he commanded at once the respect of all the better citizens with his force of character, clarity of purpose and highness of resolve."

Many individuals, among them Mrs. Don R. Mellett, Marlen Pew, editor of Editor and Publisher, Edwin V. O'Neel, executive councillor of the national Sigma Delta Chi organization, newspaper editors and reporters, Lloyd Mellett and Indiana University officials, have expressed their approval of the move for the memorial and their desire to cooperate.

President William Lowe Bryan, of Indiana University, early this year made the following statement:

"'Slain for the Republic.' President Garfield wrote those words when he lay in the White House after he had been shot by Guiteau. With not less right these words might be placed on the tomb of Don Mellett, assassinated on his own ground in Canton, Ohio, by one who came up from the underworld to kill him. He was fighting that underworld through the newspaper of which he was editor. His detectives were hunting the gray wolves in their lairs. He was bringing deadly evidence to the governor of Ohio. He was becoming more and more dangerous to the organized army of gamblers, thieves, bootleggers, gunmen and associated politicians of Canton. He was warned, but he would not keep still or hide. No soldier, charging machine guns, was ever in greater danger than he. None more brave. He went to his death a soldier fighting for the republic, fighting to make the republic and the world safe for humanity.

"The newspaper fraternity of America might well erect a memorial in honor of this soldier of the press."

Don Mellett was one of seven sons who inherited an inclination to journalism from their father Mellett, who was the founder years ago of a weekly paper at Elwood, Ind. He was born September 26, 1891, at Elwood, and spent his early boyhood there. He was graduated from Shortridge high school in Indianapolis before attending the University of Indiana.

He was a member of the Presbyterian church, of Columbus, Ind., and while he had not transferred his membership in it, was active in Sunday school work. He was a charter member of the Kiwanis Club, of Columbus, and joined that organization upon his arrival in Canton.

The New York Times story of the shooting of Mellett began as follows: Canton, Ohio, July 16.—Don R. Mellett, 36 years old, publisher of The Canton Daily News, who has been conducting a vigorous campaign against vice and gambling here, was shot and killed early this morning as he put his automobile in the garage at the rear of his home.

He and Mrs. Mellett had spent the

evening with friends and had just returned home. No one saw the murder, but neighbors heard a fusillade and found the publisher's body lying at the garage door. He had been shot to death with steel bullets fired from behind a rose bush on his lawn and apparently had had his hand on the garage door as he fell.

The almost universal opinion here is that Mellett was killed by persons interested in the vice traffic against which he had fought so persistently. In this fight he had carried on a campaign against the Police Department, which he accused of shielding underworld figures, and feeling had been bitter between him and the police officials.

The story behind the murder was told by John Lilly in a special article to Editor and Publisher:

The murder of Don R. Mellett, the editor and publisher of Governor Cox's Canton Daily News—one of the News League of Ohio—is notice to his colleagues everywhere that to interfere with the bootlegging industry's profits is to make themselves economic obstacles to be removed.

Of course, it was not merely bootlegging against which Mellett fought. It was, really, the grafters in public office, who had their fingers in the notorious "Jungle" where the bootleggers worked hand-in-hand with the keepers of brothels, dope peddlers and Greek gambling houses.

But the principal support of this sordid mass was the bootlegging—through sales made not only to the large foreign population, but to the best citizens—for the best citizens in hypocritical Canton privately drink just as freely as they publicly advocate prohibition.

Mellett's campaigns interfered with the bootlegging industry, for it was necessary to strike at it to hit the "Jungle" and the officials who drew weekly stipends from its operations. Moreover, his highly personal investigations threatened to interfere more severely with the profits.

From the bootleggers' point of view it was as highly desirable to eliminate him as it was to quench a competing hijacker.

Mellett's campaigns had benefited his paper. At the Repository, the rival afternoon paper, I was told he had increased the circulation 6,000. From persons not interested in newspaper competition I was informed that he had, moreover, brought his publication up to a position where it commanded universal respect and fairly general admiration.

The News, of course, was Democratic, and Canton is Republican. Until Mellett took charge there had never been any particular aggressive crusading by either paper and his sharp attacks on the trustees of Altman Hospital, a semi-public institution, and the School Board, created such a stir that he made many enemies, as was to be expected.

His attacks on the bootleggers were quite remarkable. He went into the delivery end and named some of those who were receiving bottles and cases. He put in the penitentiary two of the men most active in this trade, and, by doing so, kept there a former Safety Director who had been exposed and found guilty before his arrival.

The Eagle sent me to Canton because

it has been in the forefront of the fight against existing criminal conditions and because the murder appeared to be, as indeed it was, an attempt at intimidation. My particular object was the background of the crime.

Canton is a steel and brick center. It is prosperous. A third, at least, of its 110,000 are aliens from southeastern Europe and Asia Minor. Two-thirds don't know how the other third lives. Moreover, two-thirds don't want to know. Until Mellett came along the chief figure in the underworld, "Jumbo" Crowley, was a myth, a bugbear to frighten little children.

Moreover, the town has been active in getting new industries. It had a "good name," and it didn't want a bad one. Mellett's campaigns didn't help its reputation among business men seeking factory sites and locations for stores.

Despite the increased circulation and the heightened prestige, Mellett naturally did not have all the town with him.

The resentment among those hurt abetted the wilful politicians, and his crusades were described among his opponents as political attacks. This, too, was to be expected, since Governor Cox owned the newspaper, though the basis for it appeared to me to extend no further than the Governor's past political activities.

Moreover, there were doubtless many among the business men who had dealt with the bootleggers, as they deal with them everywhere, and the lack of public support perhaps can be found in the fear that there were many who did not wish to be exposed as indirect supporters of "The Jungle."

Perhaps, too, this latter condition accounts in some measure for the extreme apathy which followed the crime. No doubt, the inactivity was due to a number of causes, but the bootlegging industry can be counted as foremost.

Immediately following the shooting of Mr. Mellett, Governor Donahey in a formal statement said:

"In April, 1924, I listened for a week to the sordid vice and crime situation of Canton. I found it necessary to remove the Mayor and Director of Public Safety. The latter subsequently was sentenced to the Ohio penitentiary, where he is now a prisoner, but it is apparent that this did not purge the city of Canton of its underworld.

"The recent assassination of Don R. Mellett seems to have been in reprisal against his crusade for a clean city. In the solution of this unspeakable crime and the apprehension of the murderers, no stone must be left unturned.

"Although the task is primarily one for local authorities, who, if they function properly, should be in better position to solve the crime than any outside agency, representatives of the state are carefully observing every step. The public may rest assured that the executive department of the state of Ohio will use every means at its command in the endeavor to bring the culprits to justice."

Former Governor Cox, of Ohio, said of Mellett at the time of the funeral:

"It is sad to think that his career ended as it did, in the very flower of his young manhood and yet time will not be long in revealing that the aggregated



results of his labors were stupendous. The significance of his death will be more generally commented upon later.

"I am moved now by an impulse to pay a simple tribute to an honest, courageous, God-fearing public servant, because a newspaper publisher whose deeds match the meaning of the term is nothing else. He met all the requirements of fine citizenship. He deserves the joys of an immortality into which he has certainly entered."

The Fourth Estate in retaining the Burns Detective Agency to investigate the situation at Canton and elsewhere said:

The case of the death of Don R. Mellett, publisher of The Canton, O., Daily News, has become the case of a nation outraged. This final act of the vast growing criminal interests has aroused the country as had no other previous tragedy concerning an individual, since the slaying of President McKinley. This publisher, working zealously and fearlessly in the employ of former Governor James M. Cox, is dead, but out of his supreme sacrifice has sprung the triumph of a martyr, for newspapers throughout the country, public officials in every city and numerous organizations for civic betterment have turned upon the vice monster that slew him.

Governor Vic Donahey, of Ohio, has ordered the national guard of Ohio and the entire police power of the state to investigate the crime, and police, of Pittsburgh, have taken into custody George Psalidas, "George the Greek," a character in the Western Pennsylvania underworld, who surrendered with his lawyer when he learned that a warrant had been issued for his arrest. According to the Pittsburgh police, Psalidas was arrested there in April for a shooting charge preferred against him in Canton. He presents an alibi as his defense.

The press was loud in its condemnation of the conditions Mellett fought and in its tribute to his brave fight. Some of the expressions at the time of the murder follow:

#### The New York World

The murder of Don R. Mellett, publisher of the Canton Daily News, was a testimonial from the criminal world of the effectiveness of the police work which a militant journal can accomplish. Mellett had gone to Canton only last year and had at once realized the need for purging the city, too fast-growing for health, of its vicious elements. His employer, ex-Governor Cox, bears witness that his crusade was undertaken in entire unselfishness, without thought of increasing the paper's circulation. In the space of a few months he caused the suspension of the Chief of Police, sent two go-betweens to jail, and frightened the organized criminals to the point where they were ready for the most desperate measures to silence him. The death of such a man is a loss to the whole state. The only fitting tribute to the young publisher's memory will be to carry through the courageous work of municipal cleansing which he had begun.

#### Pittsburgh Press

This condition will not always prevail. Some day the people will arouse themselves to their responsibilities, will be-

come militantly aware of what they now know but do not heed, and will take into their own hands, and away from the gunmen, thugs and vice rulers their power to make evil arrogant. They will see to it that law is a whip and not a refuge for the evildoer.

Then there will be no more killing of Don Melletts by gangsters made bold and ruthless through immunity.

#### Cincinnati Commercial Tribune

The remedy for Canton's lamentable state of surrendered law is local recovery of personal regard for and official enforcement of law.

This was the program pressed by Don R. Mellett in a vain endeavor for local recovery of civic righteousness and a restoration to the right of self-respect. He is victim of his crusade for virtue, a vicarious sacrifice on the altar of vice. Yet if Canton but has the courage of his conviction as he had she will compensate that sacrifice by making the blood of the martyr the seed of Canton's redemption.

#### Pittsburgh Chronicle-Telegraph

The diabolical murder of Don R. Mellett, publisher of the Canton Daily News, is one of the most striking developments of the war between virtue and vice which is raging in different parts of the United States, and in which the deeds of the defenders of lawlessness are growing more and more defiant. Memorial services for the assassinated publisher, held on Sunday in the Ohio town in which he lived and in which he worked for righteousness, were very remarkable. Not only in the church where the chief services were held, but in other churches also, the ministers of that city deplored the crime and demanded a complete cleanup of the conditions of vice and crime responsible for the publisher's death.

#### New York Post

Is the crime situation in America going into a new phase?

Last week two New York detectives taking four prisoners to the station were assailed and shot by a fully armed rescue car. In Ohio, we see the editor of a reform newspaper assassinated in his own yard. In Chicago, a wholesale jail delivery is attempted through the bombing of the county prison.

First, we had the post-war crime wave; next, we had society's organization to meet it. Are we now seeing crime, unsatisfied with its bulwarks of politics and the law's delays, organizing armed assault upon society's weapons of offense and defense?

#### Pittsburgh Gazette

Apparently the open vice conditions in Canton have been public knowledge for years. The good people of the city knew about what was going on and disapproved, but did not do anything. It required the murder of a newspaper publisher to arouse them. Now they are going to do something. They are awake. Those who inspired the cowardly crime as well as the direct instruments in the commission of it should meet the fate they so richly deserve. It is admitted that the dead publisher told only what there was evidence to substantiate. What he said was believed by the citizens, not because he said it, because it tallied with

deductions from their own observations.

The burden of pointing out conditions of crime grown up under the license that had been permitted was taken up alone by a newspaper publisher. He dared the wrath of those who had fattened off traffic forbidden by law. He sought to remove the dominance of criminals in Canton. He perished in the effort. But the citizens are alert now. They are going to clean up the town. They do not enjoy the unsavory details of conditions that have existed because of their own neglect.

#### Editor and Publisher Dispatch

Canton, O., September 15.—The effort of the martyred editor, Don R. Mellett, to break the hold of a vice ring on this city and destroy its control of the police department, met first with threats of business reprisals. The later attempt to remove a police chief brought a libel suit in advance of the action; and finally the approaching success of the movement to reorganize a Civil Service Commission which blocked the cleanup, brought his murder.

Boycott, libel suits, assassination.

These always are the weapons used in effort to try to still the voice of the press when it is raised against evil that is strongly entrenched.

Mellett died for his work. His paper has carried on with it. It has met threatened boycott; it has met threats of violence; and now it has another libel suit with still more threatened.

The cowardly assassination of Don R. Mellett awakened a dormant public opinion, and against the opposition which fortified evil can arouse an investigation of the Mellett murder and "its underlying causes" proceeded. The prosecution is succeeding only because of the support of the press, because coldly, implacable men with the determined effort of the Canton Daily News, will not let it fail.—Charles E. Morris, Editor Canton News.

#### Brooklyn Eagle Investigator

It seems to me that all of the metropolitan papers should have been more active, for nothing so outrageous in its brazenness has occurred in this country since I can remember. Other correspondents there took the same view and I was told by Walter Reck, the Associated Press chief at Columbus, that he would keep two staff men on the spot until there was clear evidence that the A. P. membership would cease using it.

Nothing in Mellett's personal life—and it has been thoroughly sifted—could account for the murder on personal grounds and the political accusations hardly warrant too serious attention, though conditions in Canton are truly politico-criminal. Whatever others may have done—and there are dark hints which only the trial of the murderer could bring out—there has been no doubt of Mellett's honesty and integrity.—Joseph Lilly.

#### Fourth Estate

And so they killed Mellett.

The next day the newspaper world showered down not only its angry publicity, but its dollars as a reward for the uncovering of the slayer or slayers.

Back in the old days, when subscriptions were cancelled with a .45 and the



editor "came ashooting" to meet the subscriber, they got no further with the intimidation of the press than they do today.

To those of us who have lived in the newsroom, ours is a glorious tradition, and all the guns and cannon ever cast can never make one newspaper man strike his flag from fear.

Even this fact must eventually penetrate the consciousness of the woefully ignorant who continue to attempt it.

### William Randolph Hearst

"The assassination of Mellett is more than a murder. It is an attempt to suppress by crime and violence the activities of the public service press. It is an effort by the criminal elements to deprive the decent elements of the community of the protection which honest fearless newspapers give them. It is a crime against human life, a crime against the freedom of the press, a crime against the safety of the public."

### Carl Magee

"We sorrow for Mellett's family. They are crushed by his untimely end. But in the last analysis—in the years to come—how proud they will be of such a record. It is a greater heritage than gold.

"Society is the loser by the death of such men as Mellett. The world needs fighters for civic righteousness. They are all too scarce.

"Yet Mellett dead lives more vitally in Canton than Mellett alive. The manner of his physical removal will shock men to action. His spirit, passing from his

physical frame, will find an abode and will become the inspiration of 10,000 men to take up the fight he has been forced to abandon."

### Herbert Bayard Swope

"Mellett's assassination was shocking. He died gloriously. His end was a flaming tribute to militant journalism which even death cannot dim. Less reckless men than those who killed Mellett under the right pounding of the press have turned character assassins. Always those who have the most fear from the press are loudest in denouncing it, though not often do they dare go to the extreme which lifted the little Ohio town into a prominence it has not had since McKinley. Mellett died for all of us—that is his greatest epitaph."

### Josephus Daniels

"There was once a very wise saying, the motto of a great organization, 'The injury of one is the concern of all.' In the matter of the assassination of Editor Mellett, every newspaper man in America has a deep concern. He was performing with courage and wisdom a duty which all newspapers ought to undertake, to-wit, to make their community clean and wholesome. He was 'done to death' because of his civic virtue."

### Robert P. Scripps

"The assassination of Editor Mellett for printing the truth about thuggery and crookedness in Canton must come home to every newspaper man as the latest and ugliest of a series of recent ugly threats against the integrity and

freedom of our press as a whole. To seek justice in the Mellett case must be made the personal business of all of us. All newspapermen should stand as one to protect the public service we render against any sort of coercion, whether by gunmen, police officials or overbearing judges."

### R. E. Stout, Kansas City Star

"Don R. Mellett, the young editor of Canton, Ohio, gave up his life in a fight to make the community a more decent place to live in. He was shot down in the dark by assassins presumably hired by the underworld on which he has been waging war. Such a sacrifice may seem futile, its victim is lost to his family and to his city, but it is because men with Mellett's fighting spirit have stood for their ideals without surrender that civilization has moved forward."

### Charles H. Dennis

"The assassination of Mellett demonstrates that Canton's criminal element is in hearty accord with certain types of good citizens who hold that the newspapers publish too much crime news. It sheds light also on the sort of risks commonly taken by members of the staffs of newspapers that fight crime in earnest. Those risks, incurred on behalf of the communities to which the newspapers give loyal service, too commonly are unappreciated and misinterpreted by beneficiaries of that service who complain of the prominence given to reports of crime. Appreciative cooperation by other agencies of progress comes only in the wake of understanding."

## The All-American Alumni Club

### The Cinderella of Journalism is Presented to the Gathering

(Editor's Note: Again, attention is called to the fact that what appears in this department may or may not be true. The writer is like Lucian in his *Vera Historia*, in this one respect, that he warns the reader in advance of his story to be on guard.)

Scene: Meeting of the All-American Alumni Club.

Time: Between one o'clock.

Place: Noisy.

Hogate: Unaccustomed as I am to—

Glenn: Who is that fellow?

Cooper: I think it must be Taft.

Hogate (continuing): We will set aside the regular order of business which is the discussion of the plan for professional recognition to hear from a man of unusual distinction whose name is known from one end of the country to the other (*seven men push back their chairs and prepare to rise*), one whose paper has a national reputation; (*three other men adjust their ties hastily and reach for their water glasses*); a man who has spent several years in thinking out an impromptu and informal presentation of one of the

great problems with which journalism is confronted, Mr. H. Z. Mitchell, editor of the Bemidji, Minnesota, Sentinel, the prize winning weekly of America. (Applause from Keister.)

Mitchell: It has always been with hesitation that I have presented the problems of the country paper to laymen and I find no diminution of that feeling in talking to members of my own craft. The problems of the country paper are in a class by themselves, seldom understood by the layman or even by editors of larger papers and magazines. I am reminded of the story of the Ford driver, who, on a Sunday jaunt, was stuck in the sand. (Ford joke suppressed.) That's the way the layman and usually the daily editor regard the country paper.

Unfortunately, it has not always been a distinction to be a country editor. Seven out of the ten men we met a few years ago nimbly recalled the days when they turned the crank of the Washington handpress in their home town, swabbed off the forms, chased copy or delivered papers and seemed to delight in congratulating themselves in our presence on having escaped the life of the country editor.

The editorial sanctum of a country paper has often been termed "The Port

of Misfit Men." It has been the haven of the unsuccessful minister, who, tired of fighting sin decides to give the devil his dues; and disgruntled politician who seeks a vent through which to discharge his spleen; the lawyer who lacks a bar at which to practice and the ambitious school teacher. The editorial chair has even been occupied by bankers, though usually not from choice. In view of this condition, I think it proper that I establish my claims as an expert witness.

These claims are based, not alone on the twenty years that I have spent in the small town field, nor on the favorable comments our papers have received, but if there is anything in heredity I feel that there must be a strain of printers' ink in my veins. My great aunt, Jane Grey Swishelm, was, I believe, the first woman editor in Minnesota, establishing a paper in St. Cloud in 1856. My father was a devil in her office and followed this profession, that of editor I mean, for many years. My uncle, the late C. S. Mitchell, editor of the Washington-Herald at the time of his death, was for many years in the country game. My father tells me that I was kind enough to be born on the morning of press day so that the Journal Press could score a scoop over its competitor on the arrival

of a son and heir. I feel sure that the Castoria that soothed my infant ailments was paid for in advertising and that the Horlick's Malted Milk that built up my manly frame was sent complimentary to the editor as was then the custom.

The country paper is today the Cinderella of the World of Journalism. For years we sat in the ashes of public tolerance, garbed in the rags of unpaid publicity with the smudges of unbusiness-like methods concealing our natural beauty. We were lorded over by our big sisters, the city daily and the national magazine, forced to accept the scraps from their table, sustaining ourselves by the business they did not want or could not get. We were useful, just as Cinderella of the Fairy Tale was, handy to have in our own little community where we were called upon to perform the most menial tasks but of the parlor we saw little and of the world less.

The arrival of our Fairy Godmother, the War, changed our viewpoint, for the increased prosperity in all lines of business reflected itself in the country newspaper office. We adopted better business methods, Franklin price lists, proved ourselves most valuable in service to our country and for the first time in our lives wore for a while the glass slipper of National Advertising. Our appearance improved and as might be expected, we then proved attractive to the Fairy Prince, the Ultimate Consumer, whose will is law and who is even now seeking his Cinderella. Cinderella of the Fairy Story sat demurely by the hearth, you will remember, waiting for the Heralds of the Prince to seek her out, but we are somewhat more brazen and today the Country Paper is standing on one foot, the other extended through the doorway, asking for the slipper that will enable her to take her rightful place in society.

Unfortunately for us, however, our Big Sisters have assumed the same undignified position and the silvery sheen of their silken hose has so dazzled the eyes of the Heralds of the Prince, the Advertising Agencies, that they are fitting the slipper on every foot but that covered by the rough homespun sock.

Though the Heralds are rapidly narrowing down the circle of their search and though the acrobatic evolutions of the Modern Cinderella are increasing in fervor and enthusiasm, there is apparently need for some more efficient manner through which to call our qualifications to the attention of the advertisers. It will be fatal if we ever resume our position by the hearth where for so many years the country press gathered ashes. We must make ourselves so firmly a part of the merchandising system of this country that no introductory campaign will ever be attempted without taking into consideration the medium that is without doubt closest to the buying public—the home town paper.

National advertising has reached unbelievable proportions but the results through publications of national scope are not solving the problem of the manufacturers. It is difficult to stage an outstanding advertising campaign. Echoes of past performances may still linger in our ears but were one of us to pick up today a national magazine, for the first time, would we be as impressed with

"Eventually, why not now?" as we were ten years ago or would the need of a Little Fairy in our Home be as appealingly set forth. Readers may become sold on an idea through the pages of our big sisters but it is virtually impossible to so impress them with a product that they will make any exceptional effort to secure it, until they know the name of the local dealer through whom that product can be procured. Manufacturers of nationally advertised goods are realizing that there is a missing link somewhere and are making frantic endeavors to locate it. So acute is the situation that Babson, the economist whose advice is regarded as most valuable, in his recent report calls attention to the critical situation that manufacturers and small merchants are facing and urges a closer co-operation, a cooperation that will not only include advertising plans but suggestions for better merchandising and contact with the public, a work in which the progressive country paper must play its part.

To get acquainted with the problem that we are expected to help solve, let us survey the so-called Sales Problem, a problem that is as vital to the manufacturer as it is to the small retailer, as it is only in rapidly moving merchandise that there is any profit to either. Let us liken this Sales Problem to a nut.

The choice of a nut to typify the Sales Problem is in my opinion a wise one, there is so much in common between a nut and the Sales Problem. There are nuts that can be cracked by squeezing them between the fingers but nine chances out of ten the meat is gone and your effort is wasted, just as some of the Sales Problems that seem so simple have but one solution and that is the appointment of a receiver. You can break almost any nut by smashing it with a sledgehammer but the result is a mixture of shell and meat that is not palatable just as many a sales problem has been solved by too abrupt methods, leaving a bad taste in the mouth of the retailer who feels that he has been forced into something he did not want. There are nuts too that cannot be broken by ordinary methods, just as there are sales problems that seem to defy solution. But the nuts are usually too green and the sales problems are probably too new. Time will mellow the nut and time will also render the problem easier of solution. What we mean to discuss are run of the bag nuts and run of the store problems. For many years, the manufacturer attempted to solve the Sales Problem alone. He was like one side of a nut cracker batting the nut back and forth with national advertising, with direct by mail advertising, with window displays, with counter displays and with articles in the trade publications. He was earnest and sincere in his efforts but I think we all realize that an immense amount of money has been spent by the manufacturers of this country in an effort to help the retailer without the results that the time and money would justify. But you can't break a nut by hitting it that way. A few may fall apart so that the meat can be extracted but the general results are not satisfactory.

The manufacturer soon saw that some pressure would have to be exerted on the other side of the nut. There is no other

influence in any community interested in the solution of this problem, outside of the retailer, who is in reality the problem itself, though I do not mean to infer that he is a nut, except the home town newspaper. Naturally, the manufacturer turned to the newspaper to aid in the solution. It was not many years ago when the manufacturers through their salesmen and through the mails commenced to call the attention of your merchants to the desirability of hooking up with their national and direct by mail advertising through advertisements in your local papers. When the salesman had finished selling a bill of goods or if in the progress any doubt was expressed about moving them, a handsomely illustrated pamphlet would be produced showing the advertisements as they would appear in national publications and the plates that would be available for use in the home paper. I doubt not if more than one merchant in the towns represented in this audience convinced of the desirability of connecting the national advertising with his store, ordered a number of the cuts and I am equally positive that in the majority of cases, the cuts are still where they were put when unpacked, if they were unpacked at all. In the meantime the newspaper man has been hammering away at the other side, suggesting advertisements for a business about which he knew little or nothing. The game has by this time resolved itself into a pingpong match. The manufacturer hits the nut and the newspaper manages to get to it in time to keep it from rolling off the table and hits it back again. But you can't crack nuts that way nor can you solve problems, yet look at the splendid opportunity for a solution. The manufacturer knows his goods, knows their selling points, knows when to present the arguments and better still has the actual pictures of the products that the merchant has on his shelves. The newspaper knows the local field, has the medium through which to reach customers, has the ability to see that the advertisement is given good position and the editorial assistance that is often valuable in putting over a campaign. But unfortunately up to the present time but few nut crackers have been put together. The three elements of a successful solution have been connected but in the wrong way. The manufacturer has presented his advertising plans to the retailer expecting him to run to the newspaper and beg for an opportunity to spend his money. That's not human nature. Yet all the time the newspaper is eagerly anxious to find some common ground on which he can meet the retailer and discuss advertising problems. It's going to be necessary to put this nut cracker together before we can break the shell properly. There are two connecting links, both of which should be used but neither of which is adequate. One is the traveling salesman and the other is a store survey. If I were the manufacturer of any nationally advertised product, I would instruct every one of my salesmen to get as well acquainted with the editor of the newspapers in his territory as he does with the dealers. I don't know but that in the face of a new account, I would have him see the editor first so as to get a bird's eye view of the situation. There isn't or at least there shouldn't be another business or profes-



sional man in your community who visits the stores as often and knows as much about the sales end of the business as the editor, that is unless it's the banker and if his visits are frequent there is all the more need for the merchant to get better acquainted with your selling power.

If I were a manufacturer I would see that every advertising proposition I worked out was presented to the newspaper as soon as it was sent out to the dealer and even before. You would act as a constant solicitor for the manufacturer.

Naturally, I am not in favor of having the dealer bear all of the expense of this advertising. I do not think that it is fair or just despite the immense amounts that the manufacturers have spent on making their product known. Far better results can be obtained from both the manufacturer and the retailer if a percentage is paid by each. There are a rapidly increasing number of firms now handling their dealer contact on this basis. Nearly every automobile, almost every tire, Celotex wood products, Gulbrandsen pianos, nearly every paint manufactured and a host of other products are being advertised in the country papers on a plan through which the manufacturer bears a portion of the expense. But the point is how many of them do you know about and how many of them are you cooperating with to make their sales campaign a success. Very few, unless you are different from the majority of newspapermen. How many of you have made a survey of your stores to find out what nationally advertised goods are on sale and then find out from those manufacturers what they are offering their dealers in the way of cooperation? How many of you would be in a position to give an advertiser facts and figures regarding your community and your trading territory such as are demanded from the dailies even in the smaller cities? How many of you, in short, are familiar enough with your own product to make an intelligent sales argument to the manufacturer who desires to use it? That has been the trouble in the past with the country weekly and still is in a large measure the reason why for many years at least foreign advertising will not be placed direct except in a mighty few cases. Too much bother, the agencies say. No checking copies, no attention to letters, no reasonable assistance, are complaints that are received by weekly organizations interested in the solicitation of outside business. But there is nothing except your own indifference that will stand in the way of your increasing your advertising volume tremendously by a careful cultivation of this new field of cooperative advertising and right now is the time to work it.

It is hopeless for me to attempt through our local retailer and a few letters to change the advertising policy of some large manufacturer, but thirty letters from Minnesota would attract his attention. A like number from Illinois added to ours would make him sit up and if only seven or eight states in the Union would commence on the idea at the same time the advertising policy of any manufacturer handling goods through the exclusive retailers could be altered. Minnesota is now working on

the plan with good success. Other states are heartily cooperating and have made considerable progress. Why not join the ranks and make a study of your home field? Learn merchandising methods as they apply to your stores; get acquainted with your advertisers until they seek your advice about advertising as they do their bankers about finances; let the people they are doing business with know that you are interested in helping solve the Sales Problem and let them know that your cooperation means something. If you are proud of your paper send copies to the manufacturers with a letter telling why you are proud of it. If you know something about your community that you think they ought to know tell them about it. Manufacturers want to reach the buying public and we admit that there is no better way than through the home town paper but the path to the advertising columns of that paper must be made as smooth as possible.

I do not know whether in his rambling talk I have been able to leave a definite idea with you but what I have wanted you to get is the advisability of, for the present at least, devoting your efforts to a survey of your local stores and a development of the advertising accounts that can be secured through the manufacturers, even if the merchants must pay a portion. If results are secured and they will be if the campaigns are followed through, the manufacturers will, of their own volition, develop and expand the plan but for the present, they must be sold on the idea. I do not want you to infer for a moment that I am not in favor of other forms of advertising nor that I am antagonistic to the national magazines and the big city dailies. Their advertising efforts have made advertising campaigns possible but the country paper is the final link with the rural population.

The Fairy Tale of Cinderella to which I made reference at the outset does not tell us what disposition was made of the Big Sisters after Cinderella and her Prince had moved to the castle and started to live happily ever after. It has been claimed that they were put to work scouring the pans and kettles, but this I hardly believe. I do not know that there would be no such disposition on the part of the Modern Cinderella, once the glass slipper is fitted to her dainty foot and she swings off to her favored position in the eyes of the Ultimate Consumer. For there is a place in our household for our Big Sisters, the city daily and the national magazine. Their light airy dispositions are pleasing for entertainment, they wear their gowns well and attract the eye. For moments of romance and sensation they are indispensable, but for everyday life in the country they will never take the place of Cinderella nor will she be inclined to let them. No more will the rags of free publicity clothe her form nor the smudges of unbusinesslike methods mar her face, but in attractive dress and pleasing caption the country paper will so weld herself into the life of her Fairy Prince that the first consideration of those who are anxious to gain royal audience will be how best to win her favor. (Applause.)

Johnson: It seems to me that your Cinderella has a pretty good eye for business. I'm afraid that you have made

her more of a gold digger than a fairy princess.

Mitchell: Not at all. She is just like every other woman, insistent on being appreciated.

Smith: Do you think that the emphasis that you place on the business side of the country paper should be given consideration in the deliberations of men whose concerns are chiefly the improvement of the editorial divisions of newspaper work?

Crawford: I have been questioning the same thing. Do lawyers and doctors get together and talk about the size of fees and the best way of arranging their offices to impress their clients and patients? Are their professional meetings devoted to the making of combinations for the purpose of exchanging business?

Mitchell: Perhaps our profession is a little different from the legal and medical professions in this respect. Certainly the country editor must give attention to the problems of business and mechanical departments if he is to continue in business.

Ochs: Yes, and it wouldn't hurt the members of the news staff to know something about the other parts of the paper in the daily offices. In my opinion all this talk about advertising being fundamentally different from news is unsound. It seems to me to emphasize a distinction where there is no real difference.

Brown: It has been our experience at Columbia University that schools of journalism must teach both editorial and business department problems and practice to produce men with a well developed professional attitude. The old Pulitzer endowment did not provide for the teaching of advertising, promotion, and similar work, but we find that such instruction should be made a part of a professional course.

Scott: Isn't it a matter of proportion? Journalism is at once a profession, a public service and a business. If we keep these things in their proper proportion in our programs and in our practice we will probably do the proper thing. But keeping them in proportion should not prevent us from isolating the serious problems in every division of journalism and giving our time and thought and energy to their solution.

Hogate: We must stop the discussion at this point. Perhaps we should have a committee examine this matter of keeping the professional and business aspects of journalism in their proper proportion in professional meetings, or adjourn the professional meetings and go into business session (feeble laughter) for a discussion of these problems.

Keister: But you haven't discussed the problem Mr. Mitchell brought up.

Mitchell (sadly): They never do.

Argentine papers sell for five centavos, which is about two cents in American money. They are distributed on the streets by old men and women, small boys and adults out of work. The newsies are quite the type to be found in any northern city.—Ben E. Williams.



# What About Accuracy?

Editors Tell How They Make Reporters Careful

**A** GAIN, the editors of leading American newspapers have come to the aid of QUILL readers. "What about accuracy?" THE QUILL asked, and, through the co-operation of William S. Maulsby, Iowa, the answer came quickly to hand.

Apparently, accuracy means a great deal to the men who run such papers as the New York World, Boston Transcript, Baltimore Sun, Los Angeles Times, and Kansas City Star.

In general they agree with R. R. Harrison, executive editor of The Christian Science Monitor, that "there are two kinds of accuracy: accuracy in ideas, and accuracy in facts," and that the reporter and desk man must be as nearly 100 per cent right in both as possible. Not all of them make the same observation as does John A. Reed, managing editor of The Wichita Eagle, Kansas, that "accuracy is just another name for honesty," but all are insistent that the person who is habitually inaccurate should be dismissed from a paper.

The vigilance of their watch over the accuracy is shown in the devices they have put in effect for checking up on reporters and desk workers.

G. W. COTTINGHAM, managing editor of The Houston, Texas, Chronicle, says regarding accuracy: "The rule around here has always been that 'eternal vigilance is the price of liberty.' We just simply bang away at the young men over and over again until they gain something from this constant dinning or fall by the wayside.

"As a practical application of this plan the city editor, until he is sure of his man, makes a practice of checking nearly every dangerous story with him. Thus, he will say 'Did you see this man or did you take the police's word for it?' 'Are you sure this is the right address?' 'Did you look it up in the city directory?' and so on."

RALPH W. TRUEBLOOD, managing editor of the Los Angeles Times, writes: "Our methods in correcting habits of inaccuracy in our reporters and desk men are those of any other organization confronted with a similar condition. In other words we require accuracy in fact and spirit of news reporters and headline writers. If an inaccuracy appears in the work of an employee it is promptly brought to his attention. If he is re-

## Read What These Men Say About Accuracy

R. R. Harrison, executive editor of The Christian Science Monitor.

Henry Justin Smith, managing editor, The Chicago Daily News.

Henry T. Claus, editor, Boston Transcript.

J. M. North, Jr., editor, Fort Worth Star-Telegram, Texas.

Waldo L. Cook, editor, the Springfield Republican, Massachusetts.

W. W. Waymack, managing editor, The Des Moines Register, Iowa.

G. W. Cottingham, managing editor, The Houston Chronicle, Texas.

Lee A. White, editorial executive, The Detroit News, Michigan.

Ralph W. Trueblood, managing editor, Los Angeles Times, California.

S. M. Reynolds, managing editor, The Baltimore Sun, Maryland.

W. P. Beazell, assistant managing editor, The New York World.

E. S. Beck, managing editor, Chicago Tribune.

John A. Reed, managing editor, The Wichita Daily Eagle, Kansas.

R. J. Dunlap, assistant managing editor, St. Paul Dispatch.

C. Fred Cook, librarian of The Evening Star, Washington, D. C.

George B. Longan, managing editor, The Kansas City Star, Missouri.

George Brooks Armstead, managing editor, The Hartford Courant, Connecticut.

sponsible for a published error he is likewise made responsible for its correction. If he proves habitually careless in this regard he is dismissed."

From The Baltimore Sun, S. M. REYNOLDS, managing editor, sends word: "The methods employed by The Sun in furtherance of accuracy are simple, if somewhat rough. The reporter is instructed to check on all facts at the source of news, and to recheck before he turns in his copy. The copy desk makes a further check as to names and addresses and general information contained in the story, whenever such check-up is possible. If either man errs in this essential he is reprimanded. If he errs too frequently, he is dismissed.

"It would seem to me that this general system has some possibilities of application in the school; instead of dismissal for repeated offenses, the remedy would seem to be in lower grading."

LEE A. WHITE, of The Detroit News, says: "Your inquiry, touching a fundamental of good journalism, is a poser. In essence it inquires how to develop a thing that is a prerequisite. Perhaps you will find the suggestion superficial; but isn't it something like inquiring how to develop a spirit of honesty in bank tellers? Or a spirit of bravery in policemen and firemen? Without the passion for accuracy, a man ought not to be in journalism; which is to say, the first step in insuring accuracy in a newspaper is to employ only those who have an eagerness and a will to be right, and a regard for nothing that is not contributory to the discovery and dissemination of truth.

"It would not be difficult to indicate the means by which unethical editors and publishers undermine instinctive honesty, and breed inaccuracy. But that is another story.

"It is, of course, not uncommon to discover in young newspaper folk a tendency to trim their sails to imaginary winds; that is to say, a tendency to tamper with truth because of a preconceived and erroneous impression that newspapers prefer inaccuracy if the product be interesting. A patient editor, in dealing with such an individual, will perhaps be able to cure him of the fault by his emphatic insistence upon accuracy in small as in large things.

"In our own office, there are numerous rules that indicate to the novice this insistence upon accuracy. For example, every member of the staff knows that under no circumstances are we to rewrite the contents of the other newspapers in the city, taking their statements of fact as authoritative. We go to an infinite amount of pains, and a great expenditure consequently in time and labor (which is money), to check the statements that appear in other columns than our own. Not uncommonly, morning and evening newspapers in the same city accept each other's writings as authoritative, and save effort by re-writing. We do not say that their desire to be accurate differs from our own; but we do say that we cannot and will not risk our integrity in this way.

"Once we had a rule that no name was to appear in the paper (in local stories)

until the name had been checked in the city directory. This rule was abandoned in the interests of accuracy! Why? Well, in the first place we have not found the reporters for the city directory by any means infallible. In the second place, a city that is doubling its population each decade can't have an accurate annual directory of names and addresses. In the third place, the directory, whose data are gathered over a period of months, is inaccurate the day it appears with respect to a great many addresses. This is particularly true in a city which has so large a population, much of which shuttles about each May and October from apartment to apartment and home to home. So we prefer the telephone book; but that isn't complete as a directory. As a consequence, we urge effort at accuracy not merely at the copy desk (where of course it is expected) but at every stage of news gathering and writing. And we use all possible checks and counterchecks to insure correctness.

"It is the oft-uttered caution, the insistent demand for the realization of the ideal, that is most effective in developing the sense of accuracy already possessed. Doubtless, college teachers of journalism employ, as nearly as they can, the same methods for insuring accuracy as the newspaper editor: *Expect* accuracy and make known this expectation; rebuke the inaccurate reporter; if he persists, punish him by demerit, demotion, dismissal, or any other adequate means. To tolerate indifference to truth is to breed it; and in a newspaper office, as elsewhere, dishonesty is in a startling degree contagious.

"Doubtless, newspapers could be saved grief by psychological examinations determining capacity for accuracy on the part of novices. But short of that, I personally am sure that the teacher who forewarns the intending journalist of the difference between journalism and a career in creative literature will serve the end you have in view. There is no more pronounced type of faker than the individual who, naturally inclined to a career of fiction, invades the newspaper office either for bread and butter or because he conceives journalism to be essentially a profession of letters, *which it emphatically is not.*"

If you should drop into the office of The Springfield, Massachusetts, Republican, WALDO L. COOK, editor, would show you the posters he uses to drill positive ideas of accuracy into the members of the staff. One of them reads:

#### CONCENTRATE YOUR MIND.

On your work—especially the details, if you work in details.

#### WRITE LEGIBLY.

When writing by hand; form completely each letter and figure.

#### THE CITY DIRECTORY.

Was made to help you get the man's name right. Consult it.

#### IN PREPARING COPY.

Read over your copy with care before handing it to the desk editor.

#### TAKE TIME.

Without wasting it. Many errors come from haste.

#### IN WRITING HEADLINES.

Compare the facts in the head, as written, with the facts in the dispatch or story, and thus avoid saying in the head that the old man is 80 when the story says he is 90 and proud of it.

#### DON'T SPEAK TO YOUR NEIGHBOR AT WORK.

Unless the need is urgent. Interruptions distract one's attention from his writing, or typewriting, and thus errors creep in.

#### PROOFREADING.

Read the proofs carefully, if you can get them. Proofs were invented in order to nail mistakes. Make a special effort to see the proofs of articles you are concerned in before their publication, if shop conditions permit it. Learn how to make corrections on proofs in accordance with the established rules of proofreading. The head proofreader upstairs, or Webster's Dictionary, pages 2550A-2550B, will teach you.

#### RESPONSIBILITY OF REPORTERS.

It is your duty as a reporter to make sure there is no misunderstanding between you and our informants. The public is notoriously inaccurate and muddled; the reporter cannot afford to be. Ask questions till it hurts, but GET THINGS STRAIGHT!

#### ACCURACY IS MY BUSINESS.

Repeat this to yourself every day, especially when beginning work. Accuracy is the paper's business; the paper's business is our business.

R. J. DUNLAP, assistant managing editor of the St. Paul Dispatch, just hammers away: "The only way we have found to teach accuracy is by continually dinning into the offending reporter's ear the need for accuracy on a newspaper."

W. P. BEAZELL, assistant managing editor of The New York World, learned accuracy in a hard school: "In my early years I worked on a newspaper where the writing or the passing of a wrong initial

meant a day's suspension; a wrong or a misspelled name might mean, and often did, a week's suspension. I never suffered either penalty, but I have never forgotten this emphasis, and either error fairly jumps at me out of the printed page.

"I begin my answer to your letter in this way because I think it points to the moral that we are discussing. Accuracy is, in other words, the result of a process of infiltration. It is to be taught by example rather than by precept. The walls of a newspaper office might be papered with injunctions to be careful, but if failures to obey were not brought home by patient reiteration there would be no result. That is, I think, the only way the lesson may be taught."

E. S. BECK, managing editor of the Chicago Tribune, goes at the matter in a systematic way: "Accuracy of observation must come before accuracy of description. All the details of a story are not printed, but the essentials should be told. A catalogue may be accurate, but a news story must have a different sort of fidelity to facts. Every story involves a sort of perspective, a reconstruction of the actual situation into one that is different perhaps, but not untrue. Take the difference between a good newspaper story of a trial and the stenographic report, for instance. Names and numbers, cities, states, historical dates, correct initials, spelling, grammar, all are in the field of accuracy where the conditions are arbitrary.

"Encouragement of those who are accurate, correction of those who should be more so, rebuke of those who are careless, will in time bring a closer and closer approach to accuracy. Probably everybody makes mistakes. The building of a high degree of staff morale is a good guard against mistakes.

"The copy reader is a check against the reporters' mistakes, the city and telegraph editors, the still higher executives are further checks against copy desk mistakes."

JOHN A. REED, managing editor of The Wichita Daily Eagle, says: "Long experience has brought me to this conclusion: Accuracy is just another name for honesty. I hope you get what I mean by this without going into details. Because it is a long story.

"The accurate reporter is always the honest reporter—honest with his paper and more honest with himself. His honesty is shown by an unflinching habit of digging into the very bottom of his story—taking nothing for granted, and being certain when he has finished the job that he has all the story and has it correctly. Never in my experience have



I found a man of this type who made mistakes except on rare occasions, which only served to prove the rule.

"Add to this honesty the virtue of industry and you have a real reporter. The whole story of newspaper success is confined to those two words—honesty and industry. Sounds like a line from a copy-book, but it is as true as gospel.

"I never cared for the fellow who might be classed as a genius—who is always trying to write the ultimate news story. He's a pest. Give me the fellow who is out to find out what is going on on his run, or the chap who gets an assignment and doesn't quit until he gets it to the last detail. And what is that but honesty plus industry?

"Of course we have many checks against inaccuracy. We employ copy readers who know the town, and the people who live in it. They are plentifully supplied with directories, etc. They are instructed to turn back to the reporter any story that contains a misspelled name, or an inaccurate statement. All copy is read twice before going to the composing room. Capable proofreaders give it another reading, and it is revised as long as there is an error on the galley.

"Names with unusual spellings are kept posted on a list. We have Hincels, Hinkles, and Hinkels. A common error, and one that is most embarrassing, is to say that Mr. and Mrs. James Jones did so-and-so, when Mrs. Jones has been dead for a year. This occurs in guest lists. To guard against this I had made up a list of 'widows and widowers' who were liable to get into the social news. That helped solve the problem.

"I watch the conduct of the men in the city room. If I hear one reporter calling to another: 'Is there one t or two in City Manager Elliott's name,' I watch that fellow. If I want to keep him I bring him in and give him a regular sermon on the beauties of accuracy. If he doesn't learn how to spell Mr. Elliott's name I let him go.

"Stress the need for honesty and industry. They are most important. I have had to fire many a budding Horace Greeley because he lied to me about a story, or wasn't sufficiently honest to get it straight. Don't waste any time teaching them how to write features. The feature writer has no place on the average paper. News is the thing. If your school will turn out men and women who can write news stories in simple language, so simple in fact that when you read them you are reminded of the stories in the old third reader, you will be called blessed, and your graduates will find ready employment."

C. FRED COOK, of The Washington Evening Star, says: "Like true musicians, accurate men and women in any line of endeavor, are born. However, everyone who enters newspaper work is not born accurate. Far from it. Early training in the home would go far in the direction of bringing about accuracy in later life. It would not be a bad idea to endeavor to conduct campaigns to teach accuracy. In the education of the youth of today too little attention is paid to detail and accuracy.

"The Star is a conservative paper. It will not tolerate sensationalism. It insists on facts, so far as the preparation of its news and advertising matter is concerned. It insists on accuracy. The foregoing is 'hammered into' its young reporters—and its old reporters, for that matter. Every line published, is scrutinized every day—and that is not an exaggeration. Every error detected is called to the attention of the perpetrator, in no uncertain manner and with an admonition. Errors detected by the proofreaders are 'ringed,' and handed to the chief proofreader. At the end of the day all 'ringed' copy is delivered to the foreman of the composing room. He, in turn, hands it to the news manager who takes it up with the writers. The latter are admonished, and, in the event of repeated errors, are given a warning. Reporters are instructed not to write anything of which there is any doubt as to the facts. The Star proceeds on the theory that there is no news article of sufficient value to compensate for a libel suit. Incidentally, one libel suit is likely to cure any reporter of taking a chance on being inaccurate.

"Unremitting warning to be accurate, and unceasing vigilance on the part of copy readers, editors, and proofreaders is a rule that should be followed in every newspaper office."

W. W. WAYMACK, managing editor of The Des Moines Register, says: "Of course the tremendous importance of accuracy is obvious. Nevertheless the first thing requisite is a 'working' rather than a theoretical or 'ideal' appreciation of that fact on the part of the management. There must be a real anxiety to make a particular paper accurate.

"Then constant, constant emphasis in every imaginable way is the only procedure I know of that will really count for anything. I am not here considering such things as hiring better men and more of them and paying higher salaries than the rule, though all this enters in. It is easier to get reasonable accuracy if you have a high average of men and if you have plenty of them. Accuracy

and constant rush about everything do not team together so very well.

"We have used beneficially an 'error bulletin board,' on which from day to day there are posted nothing but inaccuracies. We get these from the papers partly, and largely also from the proofreaders, so that not alone the errors that get into print but those that are caught by proofreaders are posted. We have sometimes during intensive periods of campaigning for greater accuracy drawn into cooperation men from other departments, members of a general conference, who from day to day were assigned particular papers to check over for any errors they could discover. These errors have been posted, and the whole has been emphasized by occasional (too occasional) staff meetings. We have a bonus system awarding small cash sums each week for the staff member or members of each paper who during the week have delivered the most conspicuous service. Sometimes we stress accuracy in the awarding of these bonuses. Once for a few weeks we applied the bonus to this purpose alone, rewarding the reporter on whom the fewest errors were detected, and rewarding the desk man who caught the most errors.

"All these schemes work beautifully for awhile. They have to be changed and freshened at intervals, however. People get callous even to seeing their errors posted when the newness wears off. About that time the only thing to do is to fire somebody who is an 'error' offender.

"We have also in our office bulletins (we issue a regular one called 'The Spirit,' devoted to news of the departments and personnel) invited immediate phone calls on any error that is noticed. We have simplified this by asking our people to call this department and ask for 'Mr. Error.' The occasional advantage of this is that it catches a mistake after it has appeared in only one edition.

"One other always-tempting but somewhat scary possibility exists along this same line. This is to challenge all one's readers to point out errors. Prizes can be given to the reader spotting the most errors in some given edition. It takes a good deal of courage to get up to this point, and there is also the uncertainty as to whether one is strengthening public confidence or weakening it. Personally, I like the idea, but have lacked the nerve to try it out. That's frank enough, I reckon.

"I think that in a newspaper plant the basic idea behind an accuracy campaign (and by campaign I do not mean something sporadic) should be that an error



in the paper is an error, so far as the reader is concerned, with no distinguishment between one that is 'on' the editorial department and one that is 'on' the composing room. Both departments should be included in the field of pressure."

Back East, again, on the Hartford Courant, GEORGE B. ARMSTEAD, managing editor, has worked out some definite principles: "There is no hope for the inaccurate newspaperman if he has passed the cub reporter stage. I have tried to reform slovenly workmen and it is a waste of time and lead pencils and breath. The careless boy can be corrected of slovenly work if he has a reasonable ambition to succeed in newspaper work. If the slovenly habit is stronger than the ambition the sooner this is discovered the better for all concerned. It should not take long to determine this point.

"For the willing and ambitious, but careless, young man the first essential lesson is to convince him that the world will not reward carelessness and inattention to detail. Then, he should be 'convicted' in his own eyes; it should be proven to him that his work is careless. Now, he is ready for the corrective stage.

"First, force him to orderly processes of thought. He comes in with a jumble of facts, ideas, phrases; and no clear notion of what he is going to write or how he is going to write it. Show him how to organize, in his mind, the material he has collected. By this I mean he should be shown that before he strikes a typewriter key he ought to see his story as a whole, should have verified any hazy or doubtful points, verified names, addresses, dates, time, and have them so coordinated that he knows in what order they are to be presented. He must do what every good reporter does, see his story before he tries to write it. You will readily appreciate that he should decide before he sits down to a machine just what are the outstanding points of his report. He must have decided whether the startling implications of the court testimony are more important than the decision handed down by the presiding judge. Which is to lead, which is the big fact? What are the best points to make in the space allowed and in what order should they be set down?

"A boy who is taught orderly processes of thinking—forced to follow this method of work—soon will abandon careless spelling and carelessness in handling details of information.

"Many men who are finished newspapermen have lapses into very curious errors of carelessness. A copy reader

will say in a head that the court will convene 'today' when the story says 'tomorrow.' Only forcing the man to make his own corrections—if it is not too late—is of any avail. If it is too late to correct the error in the paper an appeal must be made to pride of workmanship. All newspapermen have this if they are worth their salt. Calling attention to every error every time is the very best medicine in such cases.

"I am sure that the crux of the entire matter is 'orderly mental processes.' Young men can be shown the necessity of this, they can be driven to adopt clear thinking; but the newspaperman who has worked at the business for a few years and still is a loose thinker is so confirmed in the slovenly habits of mind that he might as well be discarded. He is a danger and a liability.

"I fear my ideas are not what you seek. However, I have no patent scheme for preventing errors. I think you will find that the bank tellers who are most trusted by their superiors are the men whose minds work in orderly manner. Every move they make while in their cages is the result of orderly thinking. To be sure this may not be of a nature calling for any considerable mental power but it illustrates the point.

"In my opinion accuracy in any line of human endeavor—from work in the laboratory in pure science to handling cash in a teller's cage—is a question of mental processes. If they are orderly the man is accurate. If they are disorderly the result is slovenly work."

R. R. HARRISON, executive editor of the Christian Science Monitor, writes: "Two distinct divisions may be made for convenience in considering methods and practices for teaching newspaper reporters to be accurate:

"1. Accuracy in ideas.

"2. Accuracy in words used to express the ideas.

"Accuracy in the second division may be achieved by the ordinary processes of remembering or by knowing where to find out AND THEN FINDING OUT. The way is simply to obtain, retain and transmit impressions accurately. The burden of demonstration rests upon the reporter. One way to teach the gospel of accuracy to young reporters is first to instill in them a conviction that it is 'better to be right than to be President' if they are to stay in the newspaper game. Next send them back again and again to reference books, directories, etc., and other authorities to get the facts, substantiate the information in hand and to spell names correctly until the practice becomes a fixed habit.

"If a reporter is out on a story he

must learn to go to the highest authority for information and not be misled by subordinates or those less than accurately informed. Even then it is wise to square up, with something you know, the information obtained. He must try it from all angles and develop and exercise that quality which discerns the truth. Such a faculty develops from straight and accurate thinking in every detail and in every step, if one is to arrive at accurate conclusions and deductions.

"An important point to establish is the differentiation between 'thinking' and 'knowing.' Too often a young reporter says he 'thinks' so when he ought to 'know.' When he says he 'thinks' so too often he really means that he merely 'guesses.' The process of thinking has more to do with the handling of ideas and 'thinking' of places to look for information, as indicated by the first division, than it has to do with the accuracy of words in the second division. The process of 'thinking' of places to look for information such as the dictionary, encyclopedia, telephone book, is highly desirable. After going through this rather mechanical process one should 'know,' not 'think,' and to that extent be accurate.

"Accuracy in ideas comes after achieving the habit of accuracy in using words. This ability involves more 'thinking,' logic, knowledge, experience and ability to coordinate facts and therefrom evolve the accuracy that is 'the truth, the whole truth, and nothing but the truth.'

"Copy editors and headline writers should not be hampered by rules, restrictions, and inhibitions any more than is absolutely necessary. They should be encouraged to take a broad, liberal view of their work. They should be thoroughly instructed regarding the policy of the paper on all important matters, but should not be further cramped so long as they permit nothing to go into the paper that is contrary to that policy, or contrary to the standards of clean journalism.

"Of course we have a style book, of which I am sending you a copy, to guide our desk men as well as our reporters and proofreaders, who are expected to be thoroughly acquainted with its contents. This acquaintance, however, does not necessarily prove a limitation on the work of a good desk man.

"Despite all precautions, mistakes creep into every newspaper. It is safe to say that a majority of these mistakes are chargeable against the copy editor. When such a mistake does occur, it does not pay to be hard on the copy editor responsible for it, provided he is a competent man generally. It is well in every

instance to let the copy editor know that his mistake is noted, and frequently it is well to issue a mild warning. This can be done in such a way as not to cause any sense of self-depreciation, self-condemnation, or resentment on his part, and when so done it tends to keep him more alert in the future. It is our experience that once a mistake has been called to the attention of a copy editor or the desk as a whole, that mistake seldom is repeated.

"It is a practice of some newspapers to suspend or fine copy editors for mistakes, but I do not think this a wise procedure. If a man is seriously interested in his work, he wants to do a good job, and the realization that he has made a mistake is usually sufficient to cause him to try to be more careful in the future. Punishment by fine and suspension adds resentment to his regret at having made a mistake, and is not calculated to restore him quickly to a frame of mind where he can do good work."

HENRY T. CLAUS, editor of the Boston Evening Transcript, says: "There seems to be no way to insure accuracy in a newspaper except by everlasting hammering away on the subject to writers, both young and old. Of course it is true that the youngsters are inclined to make the more mistakes but after all some of those who have been with us for some time are not above that sort of thing. Whenever there is an error in copy the desk man drops everything else and summons the offender before him, shows him the error, tells him it must not happen again. In other words, the affair is not allowed to go 'cold.' Of course if a man keeps on making errors there is only one thing to do and that is to send him on his way."

The Chicago Daily News, through HENRY JUSTIN SMITH, managing editor, submits: "We have on this paper very few rigid and machine made methods of guarding against mistakes. The tradition of being as accurate as possible is so strong here that we are not compelled to set up 'systems' of protecting the paper against blunderers, except such rules as are customary in all newspaper offices. The real way is to be careful in selecting one's men, applying knowledge of human nature as well as knowledge of individuals, and then to eliminate without delay any people who do not 'measure up.'"

"There is one custom in this office which may not be widespread: The responsible editors read the proofs. The managing editor, the news editor, the associate editor, the makeup editor, all receive complete sets of proofs and make corrections on them, also, our editors go to the stone at closing time; they don't pass the buck to a single makeup editor. In addition, a man is assigned to look

through the paper carefully after each edition is out and catch errors."

The editor of the Fort Worth Star-Telegram, J. M. NORTH, JR., writes: "Accuracy is the bane of every managing editor's daily life and I think the well established newspapers, presided over by conscientious editors, put forth more effort in the interest of accuracy and spend more money to obtain it than do institutions or persons in any other line. Of course, it goes without saying that it is much more important in a newspaper than anywhere else, for the simple reason that newspapers for the most part are dealing with individuals largely, with their reputations, and an error is a serious thing."

"Most of the libel suits this newspaper has had—and they have been comparatively few, and none costly—have been due to inaccuracy and, traced down, this inaccuracy has been due entirely to the reporter in question taking something for granted. It has been an assumption instead of an established and proven fact."

"The most satisfactory method we have found of promoting accuracy is to make the reporter in question check back on his own facts where we have felt a doubt, to look up names in the city directory, to put in calls on the telephone until he has established beyond doubt the accuracy of his stuff. This takes time and is not always practical, but with an inaccurate reporter it promotes accuracy better than anything we have found. When a man knows that he will have to go over his work again, spend time often needlessly in checking and re-checking, he gets a new appreciation of the necessity of accuracy. A couple of our men, who have been with us for many years, learned their greatest lessons in accuracy in the trial of two libel suits. When they saw what the paper was up against because of their actions accuracy meant something to them that it didn't mean before, and they likewise had a new appreciation of the danger of libel when dealing with a person's reputation."

"Our stuff is checked many times before it finally gets into the paper and in spite of this system errors of course creep in. All local copy is written in duplicate, the original goes to the city editor, the carbon to the managing editor. What errors the city editor doesn't catch, the managing editor should. Then it goes to the copy desk, is passed out by the slot man and then returned to him when it has been edited and a head written for it. It is impossible for him, of course, to read or check the accuracy of a story, but he does check the head against the story to see that it is ade-

quate, accurate, and particularly that it shows neither opinion, conclusion nor something unjustified by the story itself. As a final recheck, all proofs go back to the managing editor as fast as they are pulled and on telegraph and other matter he has these for checking."

"In my opinion, one of the greatest breakdowns in accuracy now comes from the fact that reporters do not try to familiarize themselves with the towns in which they are working or with the proper spelling of the names and initials of persons who figure frequently in the news. Too much work is now being done by city and managing editors that ought to be done by reporters in the first place, and when city editors go back to the old system of drilling and training their men they will have better men and more accurate reporters. One of the troubles is that too few newspapers have been training any new men or have been properly training the ones they have. In these days of greatly increased editions, larger papers and, on the whole, much more prosperous papers than in the old days, there has been a sort of general feeling to let somebody else do the training and then to hire the men. The result has been that the men so hired have moved on to some other paper and the process must be repeated. Too many men have been accepted as finished, accurate reporters when they were nothing of the kind. They were able to write readable copy, often good feature and freak stuff, but they lacked a lot of being finished reporters, for the simple reason that they did not know how to cover a story thoroughly, sometimes didn't know one when they saw it and certainly had little appreciation of the necessity of accuracy. They have been trying to get by without hard work. To make good reporters it cannot be done."

And, finally, The Kansas City Star, through its managing editor, GEORGE B. LONGAN, contributes the following: "The question of accuracy is one that every newspaper that takes its mission seriously is constantly working on. I wish that we could find some way to insure the accuracy of every sentence that goes into The Star."

"There are three things that we do to aid us in our efforts to reach this ideal:

"First—we are constantly building in the minds of our writers the idea that The Star is an accurate newspaper and that we regard a misstatement of fact as something to give the paper great concern; secondly—any error that is called to our attention is posted on the bulletin board (although no name is used) with the statement that this item is in-



# THE ANATOMY OF JOURNALISM

By Master Surgeons

Of course Paul would be a journalist. And so would Luke. The Acts of the Apostles, generally supposed to have been written by Luke, is a conspicuous example of good reporting. It tells everything worth while that the Apostles did and does it tersely, in words that the reader of average intelligence may easily understand. That is journalism.—Fredrick J. Lazell.

Take the layman into your confidence. Your relation to the public should not permit of secrets. Let the layman in on your ideals. Why not reduce your code to a brief but consistent form, and publish it daily? If you cannot run it daily, then do it once a week, or once a month, but print it somewhere often enough to make it known as a part of yourself and your newspaper.—Kent Cooper.

But the ambition of an editor worth his salt is to serve and to lead. He is not satisfied if there is one man, woman, or child in his territory who does not eagerly await the coming of the paper assured that it has a message for him and for her. He wishes his town to make all possible progress as a community; and he knows that this means that, as far as he is able, he must help every man and woman in his district to get the utmost out of life. He is interested in the store, the shop, the factory, the laborer; in the doctor, the lawyer, the spiritual leader; in the parlor, the kitchen, the milk-cellar. He is constantly looking about to see how he may aid the social leader, the philanthropist, the school boy, the shop girl. He knows what it is to struggle on despite discouragement, only to have some self-seeker grasp the flag at the moment of victory and bow to applauding citizens. But the thing is done. His is the triumph, even if an impostor bears off the bouquets which are rightly his.—The Reverend John Danihy.

Since in a newspaper the subjects are many and various, there can be no such thing as the one and only good literary style. Many styles are good. A danger lies in confusing them—in reporting something like the trial of Warren Hastings in the style of Charles Lamb, or in writing about old China teacups in the style of Macaulay. And a more prevalent danger lies in treating all the different kinds of subjects in the same manner, conventional and platitudinous, and thus making the newspaper as dull as the Congressional Record.—Ernest Bernbaum.

The outstanding feature of all South American papers is that they play up foreign news, especially that concerning government proceedings in England, France, and Italy. Much of this is received direct by cable. La Prensa and its chief rival, La Razon, receive complete press reports from the United States through the AP and UP. La Prensa employs competent translators, who furnish the Argentines with the com-

plete texts of the legal documents of the League of Nations on the day following their enactment by the governing body of the League. Not only the text is printed but long and detailed comment, both pro and con. It is far ahead of any New York newspaper in this sort of thing.—Ben E. Williams.

If the clergyman in the pulpit or the judge on the bench says or does something undignified in order to get on the first page, we may convict him of bad taste, but such an exhibition of bad taste, happily, would be news hereabouts.—Edward McKernon.

The highest professions, the ones most esteemed, are those that exalt the common welfare above the selfishness of the individual. If a physician develops a cure for a human ailment he is greater and more successful because he dedicates it to the public. Suppose he kept it to himself for fear a local competitor might get some benefit from it!—Kent Cooper.

I could ask nothing better for you than that you should travel the same paths that I trod; that you should have as much fun along the way as I had; and that you should be rewarded as generously as I have been.—Ray Long, Editor of Cosmopolitan.

I was born in the silent forests far from the ports of men. I have watched the Red Man hunt his game by day and great animals fight to death by the aurora's pale glare. The woodman's axe, an icy stream, a merciless shrieking of wheels and knives, terrific heat and pressure, and I am a great white ribbon, spun into a roll, only to be thrown out again through the battering, thundering jaws of a printing press.

But in the hands of all I am now an inspiration, a clairvoyant, a historian. My sides are covered with magic, symbols of a gigantic significance. I am the voice of the nation; the light of the world. When I go forth I bear the decrees of the greatest brains, and threats of the strongest mob forces of my time.

I tell my story; a king topples from his throne, and millions of soldiers march gallantly to an unknown death. I sing their requiem and it is known to the uttermost parts of the earth. I weave the dreamer's thoughts into spans of steel across great torrents, and build spires of stone to shelter men's gods. I speak and continents are severed and worlds are cemented. I tell my tales of the prince and the pauper.

My anthems are of the free and the brave; and I chant the song of the wage slave in dusty noon; or I bring comfort to tired eyes and jaded minds by fevered midnight. I am feared by all men, yet wooed and courted like a fickle muse. Where men have gathered together I am. And until the last man has gone to the Great Beyond, I shall be. I am the papyrus of time. I am the newspaper.—The Cranbrook (B.C.) Courier.

It was April, 1790, and Dr. Franklin was preparing to die. At eighty-four he had acquired a mind of his own and he had preferences. He must rise from bed, pain in his chest, and request of his daughter that the bedclothes be arranged. So, he said, he might "die in a decent manner." Conventional protests rose as the shadows filled the sick-room. They told him he would live many more years.—Moran Tudury.

It is sad that Franklin was never permitted to live his own life, even though there were eighty-four years of it. Like most geniuses, he would so well have enjoyed himself. He was indolent, but amid the press of diplomatic correspondence, pamphlets, scientific papers, and petitions he still found occasional moments to post a personal letter with surprising content. And he must organize postal systems, fire engine companies, buy wagons for armies, and once even indulge in military manoeuvres. With all his indolence he nevertheless founded the University of Pennsylvania.

It is ironical that such a stalking paradox should have come down to posterity as a rather bald gentleman with a grandmother face and a reputation for kite flying. In the pile of prim histories and behind the stacks of polite Colonial reminiscence there appears little that resembles a human being. Dr. Franklin, buried far beneath official virtue, and aged, remains too indolent to combat it. But it may be that some day his most private dairy will be unearthed and prove forthly exhumation.

Meanwhile, and until the official mists rise and reveal truth, there will remain the old, the creaking scene: Philadelphia shimmers in the sunlight of brotherly love and rings to unbelievably patriotic speeches. Stateamen bow before him as a sudden rush of vivid sunlight outlines his figure in gold and music drifts on the air. His face becomes sublime, he is the Dr. Franklin of the schoolbooks.

But somewhere down beneath the mass of polite rhetoric a rusty shroud stirs in the darkened library. And perhaps the thin mouth of Poor Richard droops and behind those celebrated spectacles his keen eyes flicker sardonically over historians' platitudes.—Moran Tudury, in The Bookman.

Let no publisher be so short-sighted as to imagine that the saving of a Technical Editor's salary by burdening his Literary Editor with mechanical details, is any saving at all in the long run.—Irving B. Simon, Managing Editor Physical Culture Magazine.

In addition to the native papers in Rio de Janeiro and Buenos Aires, there are a few English and American publications. The Buenos Aires Herald leads in this field, although it is a very poor sample of journalism. It is printed mostly for the benefit of the 80,000 English-speaking people of the city and vicinity. The editor's boast is a 15,000 circulation, although he admitted in private that it might be somewhat below that.—Ben E. Williams.



# Contempt of Court

By Carl Magee

The Declaration of Independence avows that "all governments derive their just powers from the consent of the governed." Such is the theory upon which our federal and state governments are founded. And such in fact is the ultimate basis upon which they are operated. True, much of that consent is the acquiescence of indifference. Theoretically, public opinion always controls our government. Practically, it does so only at these rare intervals when it becomes militant.

Nevertheless, control by public opinion is the one fundamental and unchangeable rule of our present government. Anything else about it can be changed if public opinion is persistent enough in compelling it. Constitutional amendments can alter anything now existing. Public sentiment is not only the court of last resort but it is the supreme legislative power and the controller of executives. The one who can control public opinion in America, if there be such a one, can modify and direct the government as he wills.

The Constitution of the United States recognizes this fact, for it reserves to the people all powers not specifically delegated to the government and it recognizes the right of the people to amend that document at will by a process which is set out in the instrument itself.

The one who appeals from the courts to the people as the final arbiter, is doing, perhaps, an extra-judicial thing from the standpoint of existing laws, but he is resorting to a right which is the most fundamental of all rights. Unwritten though it be, it is the law above all laws and the ruling and overruling power behind every judge, legislator, or executive.

He who resorts to an appeal to public sentiment does so at his peril. Popular opinion has organized a government and prescribed a way of doing things. Generally speaking, it expects to have things done that way. This is altogether proper. To support the established order until imperative grounds for a change can be shown, is the very essence of the stability of government. It is highly necessary that the public shall have the habitual mental attitude that the government and its chosen agents of administration are right. The burden of proving his case should be upon the one who would change the existing order or overrule its duly elected officers.

Nevertheless, without public opinion as a court of last resort, this republic could not long exist. All progress would be impossible. What is would continue to be. It is public opinion which must work out our ultimate destiny. Our institutions will become what the people make them.

The constant tendency of those in authority is to enlarge the scope of that authority. Things which put a check upon autocratic power are irritating to those exercising the power. Practically every official has a tendency to ignore, or destroy, all checks if he can do so. "Eternal vigilance" on the part of the people "is the price of liberty."

Newspaper editors within the sound of my voice tonight, to a greater extent than any other group in America, have the ear of those who make up this court of last resort. This group more than any other, is the molder of this public opinion which, when finally crystallized, becomes the determining factor in our government. It is a tremendous responsibility, calling for the greatest intelligence, poise, integrity, patriotism and courage. This group, with those naturally allied with it, can make or unmake our experiment in democracy.

From this viewpoint, a newspaper becomes a great public trust. An individual, or a group of individuals may hold the legal title to the paper. But the owner is a trustee when he uses his newspaper to mold public opinion. In minor matters, whim and self-interest may dictate a course without great danger, but when the creation of sentiment upon the great fundamentals of government is at stake, the editor is a traitor who fails to guide his course by the very best that intelligence and devotion may dictate.

Generally the call to such a duty requires no special courage. Sometimes it does. Usually the duty to mold public opinion is impersonal. Occasionally influences which are sinister seek to obstruct. Sometimes a clash with those who would perpetrate tyranny by silencing criticism of it, becomes inevitable. Then the editor should not recede regardless of the personal consequences.

Again I say, he must take up such a fight at his peril. He must be sure he is right. Stubbornness, vindictiveness, or a desire to "play to the galleries" must not control him, or he will fail. The public has a way of sensing the spurious. But when an editor's intelligence and patriotism tell him that he is right and that the issue at stake is fundamental to the public well-being, he should figuratively be ready to wade through blood chin-deep to maintain his appeal to public sentiment.

Under such circumstances, he will win though all the odds are that he will lose. I stand before the press as one, who out of a ripe experience, believes in the ultimate goodness and patriotism of the people and in the ability of one fighting with sincerity, to arouse them to correct fundamental wrongs.

There is no other problem confronting those engaged in the distribution of news and the molding of public sentiment which is as perplexing as dealing with the courts. I will be more specific yet and say that the question of contempt of court is the most dreaded of all a militant editor's problems.

Libel and contempt of court are the bugaboos of a newspaper office. Yet the law of libel is fairly well fixed; proceedings are formal, being based upon a complaint and answer in civil cases; a jury can be had; appeals are always in order, and the editor has at his command all of those protections of the law which have become the heritage of Anglo-Saxon freemen.

But in contempt proceedings, the problem is different. In direct contempts no

written charge is necessary and in cases of indirect contempt only an information in general terms, is required. In courts which are created by constitutional provision, the courts contend that the right to punish for contempt is inherent and that no statutory authority is needed. They refuse a change of judge, even in cases where the judge is naturally incensed by what he regards as an improper attack upon him. There is no trial by jury, no presumption of innocence; no rules of evidence to be enforced and, unless expressly provided by law, no appeal. Contempt is a proceeding which takes away from the unfortunate victim every right freemen have spent centuries in building up. The court becomes an almost uncontrolled autocrat in contempt cases and the one standing before him is dependent solely upon his generosity. I have found judges as human as other people and judicial leniency a broken reed upon which to lean.

Regarding as I do the freedom of the press as a very fundamental right of freemen, I am forced to the conclusion that the power to punish editors for their utterances by contempt of court, under existing constructions of the law, is the greatest single menace to liberty which we have in America.

Respect for our courts is imperative, of course. But forcing respect by tyranny is as impossible as controlling men's morals by legislation. The court should so conduct itself as to command respect and it will have it. It will may advise editors as to the rights of litigants, and the harmful effect of a given course, but it cannot with safety to our institutions become the autocratic keeper of the conscience and judgment of the newspapers of America.

Conceding that the power to punish for contempt should exist, it yet remains true that the present arbitrary method of its enforcement denies to citizens their constitutional rights and lowers the esteem in which courts are held. A murderer, or a rapist, must be proceeded against by formal indictment or information; he is surrounded by a presumption of innocence; the proceedings must be formal; there may be a change of judge or change of venue upon proper showing; he may have a trial by jury; the rules of evidence will be strictly enforced and, upon conviction, he has his appeal. But the poor newspaper man who offends the court, is denied nearly every one of these great safeguards. The woodshed justice of our boyhood memories is meted out to him by an irate court.

My personal difficulties with the courts of New Mexico grew out of the fact that some of our courts were openly and flagrantly a part of the Fall political machine. They were not so much venal in the sense that justice was bought and sold for money, as that the action of the courts was controlled by political consideration. Release your political friends and punish your political enemies was the almost universal practice of these courts.

Although I was thoroughly familiar with these practices, I had had but little

to say about them. I was striking at Mr. Fall and the gentlemen associated with him in building his corrupt political machine, believing that the breaking up of that machine would automatically correct the evils in the courts. I desired to avoid a conflict with the courts. It looked like more burden than I could bear with hope of success.

I was indicted in the district court at Las Vegas for criminal libel. The man whom I was accused of libeling did not live in that county, nor did I. Venue was obtained because my paper circulated there. Five times before me men had been indicted in that court for criminal libel. In each instance it was for criticizing members of the Fall gang. All five of them had been brought to trial within forty-eight hours after indictment. In each case they had been convicted in an hour. All were sentenced to the penitentiary. None ever went. They were given their choice of the penitentiary, or stopping newspaper writing. They elected to quit writing.

I was promptly tipped that the skids were greased for me and that I would go the way of all the others unless I made terms with the powers that were. I refused. In three days I was convicted and sentenced to a year to eighteen months in the penitentiary.

I appealed to the court of last resort—public opinion. I was promptly cited for contempt for discussing a "pending case." For eleven days I discussed the matter in my paper and each day was cited again for contempt.

I was put on trial on four of the counts. Judge Leahy refused to vacate the bench for another judge. He refused a change of venue. He refused me a jury trial. He sat as the sole judge

of the truth of my charge that he was corrupt. He decided he was not corrupt and sentenced me to a year in jail and a fine of \$4,050.

Here public opinion began to work. Wires, letters and petitions flooded a not-too-friendly governor. He capitulated and pardoned me on all counts, including the conviction for libel. The right of the governor to pardon for contempt was contested. It took a year to get a supreme court decision in my favor. Immediately Judge Leahy cited me on a fifth one of the old counts. I decided to spend no more money in useless defenses. I stood mute. When asked if I had any reason to give why sentence should not be pronounced, I said, "I deny that I am being accorded due process of law. I deny that this is a court." For saying this I was sentenced to ninety days in jail forthwith for direct contempt. The governor pardoned me in an hour. The court refused to recognize the pardon. I stayed in jail two days until released by the supreme court on habeas corpus. At the ensuing election, Judge Leahy was defeated by 750 votes in a district which, for twelve years, he had carried by majorities approximating 3,500.

Twenty years active practice as a lawyer with an added seven years in active charge of a newspaper, convince me that the gradual enlargement by the courts of their pretended powers to punish for contempt for all manner of offenses, even though remotely connected with the conduct of the sessions of the court, is the outstanding menace in our republic as far as the freedom of the press is concerned. Unless these pretensions are curbed, no newspaper man will dare, in the near future, to adopt any policy of

which a hostile court disapproves. Crooks outside the court will soon see the advantage of starting a phoney suit involving any important pending public question. Then a pliant court can punish the editor for discussing a "pending case." Unless we are alert, our freedom to speak will soon be greatly curtailed.

In my opinion, the American Society of Newspaper Editors should create a bureau or sponsor an independent Free Press League. It should be supplied with lawyers who have the newspapers' viewpoint. It should be sufficiently financed and should have among others the following purposes:

1. To investigate the facts in every contempt case in which a newspaper is involved, whether or not it is a member of the League.
2. To uphold the court and condemn the newspaper in every case where insolence, disregard of the rights of litigants or wanton respect for the court is evident.
3. To give legal support to editors in any case where he is right, in order to prevent loosely considered decisions from courts of last resort, thereby creating legal precedents difficult to overcome.
4. Generally to uphold the dignity and honor of the courts, but at all costs to prevent the encroachment of judges upon the fundamental freedom of the press.

We are heirs to a great heritage. The freedom of the press, greatest of Anglo-Saxon rights, is in our keeping. If we regard it as unimportant that it be infringed, we need expect none to fight in our places. When this right disappears, liberty is dead. Jails had no terrors for our forebears when freedom called. Shall we fail to preserve what they created at such cost?

## Why Reporters Go Stale

By Walter C. Folley

"What has become of young Crowden? Haven't seen his name on the front page for two weeks." It was at one of those innumerable noon luncheons and the slightly bald man, second from the right at the speakers' table, had asked the question of the man sitting at his left.

"Crowden—just like the rest of the youngsters. Ran top speed six months and then played out. I've put him on the question and answer column and he shows every indication of staying there the rest of his life. Cap, what is the trouble with those promising fellows—is it our fault or theirs?"

"Crowden is an example of the type we seem to be having a run on lately. Clever chaps, full of ambition and nerve, do anything anytime. Real go-getters. They come up rapidly and soon break their way into the by-line class of front page writers. They hold a spotlight for a time and then they go stale and they get out or take a groove job."

For the past three years, a daily check of Chicago papers has brought out this fact, that the bulk of the by-line writers are a short lived group. Why is

this? Surely, writing is an art constantly improved with practice. Many editors have stated that the chief reason for the large turnover is shallow minds, easily drained of the total content of but few ideas. While these ideas last, the writer holds high place only to fail when the "think tank" runs dry.

James O'Donnell Bennett, of the Chicago Tribune, considered by many the best reporter in the business, whose stories are quoted year after year as among the best in any language, believes the fault lies in the preparation and reading habits of the reporter. In an interview for THE QUILL, he said:

"The oncoming generation of reporters does not seem to be ardent readers—readers, I mean, of the big, style-building books like 'Don Quixote,' 'Tom Jones,' 'Boswell's 'Johnson,' 'Johnson's 'Lives of the Poets,' 'Lamb in his essays and letters, 'Plutarch, 'David Copperfield,' 'The Scarlet Letter,' 'Defoe, 'Montaigne and so on to the number of scores.

"That kind of books builds style, enlarges the vision, keeps the sympathies alive and the heart young, makes the

days and the people of our present as interesting as ever days and people were—and keeps one in love with writings. But I come upon almost no young reporters who make such books their companions. They cannot, however, expect to build a style on newspaper writings.

"The newspaper reading public loves allusions to some significant event or personage of the past that possesses kinship with the particular event or personage of the present that it happens to be reading about. But such lore cannot be extracted from a historical compendium or a biographical dictionary. It means steady, eager reading—years of it."

This from one of the foremost "reporters" of the day, a man fifty-six years of age whose writing is steadily growing more powerful and human. What is the strength of his stories? Not only the style which years of reading have helped in building but above all the sympathetic touch with all the world, his intensely human interest in everything about him, these have made him a marked man. His stories of the burial of the unknown

(See page 26)



## Guide Lines to Reading

### BLEYER'S NEW HISTORY.

**Main Currents in the History of American Journalism**—Willard G. Bleyer, Houghton Mifflin Company, Boston

A book of distinct value to all who look upon journalism as a profession will be found in *Main Currents in the History of American Journalism*, by Willard G. Bleyer, published in January by the Houghton Mifflin Company.

During the twenty years its writer has been directing the school of journalism at the University of Wisconsin he has been offering a course in the history and principles of journalism, and the book is one of the outgrowths of preparation of material for that course. Thus it is that in its present form it represents the revision, the refining, the weighing and sifting of materials that have been taking place from year to year since 1906. It represents sources consulted and re-consulted from time to time in the light of various angles; it represents the re-discovery of materials viewed after a study of each contribution to the history of journalism as it appeared during recent years; it represents study in English and American museums, libraries and private collections of source materials.

The result is as stimulating and authoritative as the volumes on the *Newspaper and Authority* and the *Newspaper and the Historian* by Salmon, which appeared a few years ago. The volume is replete with quotations from historic papers and other sources and its value is enhanced by the use of a large number of photographic reproductions of historic front pages.

The book makes no pretense of covering the beginnings and forerunners of the press in the continent or in other parts of the world but devotes one chapter to the beginnings in England taking up the study in detail with the appearance of the coronto and its contemporary ephemeral publications. It then proceeds to a consideration of early colonial newspapers, the press during the struggle between the colonies and Great Britain, beginnings of the political party press, beginnings of the penny papers, James Gordon Bennett and the New York Herald, Horace Greeley and the New York Tribune, Henry Raymond and the New York Times, Samuel Bowles and the Springfield Republican, Edwin Lawrence Godkin, the Nation, and the New York Evening Post, William Rockhill Nelson and the Kansas City Star, Joseph Pulitzer and the New York World, William Randolph Hearst and the New York Journal, and the development of present-day journalism.

The list of illustrations includes pictures of the early corontos, diurnals, London Gazette, Daily Courant, Publick Occurrences, Boston News-Letter, New England Courant, Franklin's snake cartoon, tombstone number of Bradford's Pennsylvania Journal, New York Mercury without a title, federal edifice cartoon in the Massachusetts Sentinel, snake and dragon cartoon in the Massachusetts Spy; and pictures of Greeley, Bennett, Raymond, Bowles, Godkin, Dana, Nelson and Pulitzer.

Though the book deals primarily with men who became owner-editors there is no implication that the history of journalism is a matter in which owner-editors or editors of any kind play the all-important part. The time is not yet here when the history of journalism shall recount in full the deeds and achievements of the great reporters who never were editors, the great correspondents who never were editors, the great editorial writers who never were editors, the great feature writers who never were editors, the great advertising copy writers who never were publishers, and the great executives of journalism who never worked for themselves. Such a history dealing with the successful practice of journalism in a broad professional sense will follow the emphasis which has come into journalism within recent years. That emphasis, which centers about the practice of journalism as the truly professional act, will not be particularly concerned in the achievement of ownership or management of a newspaper property to any greater extent than the doctor is interested in running the hospital or the lawyer is interested in acquiring the title to the building in which he has his offices.

Then, perhaps, new figures will emerge in journalism who will be known to history not as gifted men who at some time in life acquired property rights in successful publications or directed the organization and administration of a paper that made them a fortune, but as persons who won distinction as specialists in professional practice. But the old figures will remain, substantially as they are portrayed in Bleyer's great book.

### WHAT IS NEWS?

**A Tentative Outline by Gerald W. Johnson, of The Baltimore Evening Sun, Alfred A. Knopf, New York**

"The privileged position granted to the press by government at the express mandate of the people is in no wise justified by the use of a newspaper for purely commercial ends, or for personal political ends. If the institution is to maintain, solidify, and strengthen its position it must fulfill the conditions implied in the original grant."

So says Mr. Johnson, veteran newspaperman talking as such, in his discussion of that much-discussed question, "What is news?" The author is talking to newspapermen, and not to the general public. His descriptions of news and its elements are not of the school-book type. The book is the expression of such views as one would hope to find among the more serious-minded members of a high grade press club.

The title is rather misleading in that the author dwells most heavily upon the kind of news that newspapers print now, and the kind they must print in the future if the welfare of the press as an institution is to be safeguarded, rather than a discussion of the question in the abstract.

He says in beginning that he enters the open field of the discussion where one man's opinions are as good as another's; he later compares the question to the in-

quiry, "What is truth?" and concludes that "in general practice, news is what is in the newspapers; and newspapers are what newspapermen make them."

"News," says Mr. Johnson, "is such an account of such events as a first-rate newspaperman, acting as such, finds satisfaction in writing and publishing."

He qualifies the terms of the definition in describing a first-rate newspaperman and the elements which give him satisfaction.

A high premium is placed on reporting. Dr. W. G. Bleyer's definition of news is modified and the author suggests it read, "News is anything selected for treatment by a newspaper that is so treated that it interests a number of people."—William A. Evans.

### THE COUNTRY NEWSPAPER

**A Study of Socialization and Newspaper Content by Malcolm MacDonald Willey, Ph.D., Assistant Professor of Sociology, Dartmouth College, University of North Carolina Press**

Seeking to determine the part of the country newspaper in the process of socialization, Dr. Willey has made an analysis of the content of thirty-five country newspapers in the state of Connecticut and has drawn from the data secured the conclusion that country newspapers in that state are not the important socializing agencies that they could and should be.

The most interesting as well as the most profitable part of this book for men who are actually in country journalism will be found in the first and last chapters. Under the chapter heading of "The Background and Functions of the Country Newspaper" the author has taken the view now commonly accepted by the majority of those engaged in country journalism, that the country newspaper exists for the sole purpose of reflecting the life of the local community, and has explained the socializing function of the country newspaper in that community. Socialization is defined as "the development of a social nature or character—a social state of mind—in the individuals who associate." What the author thinks the newspapers can do in forming this social state of mind is shown by the following passage: "If our knowledge of society—our town, our state, our nation, our world—is drawn, as it seems to be, in no small part from what we read in the newspapers; if many of our opinions and prejudices are fed material gleaned from them, then the newspapers' editors and those who dictate editorial policy can quite definitely aid or hinder the creation of an intelligently informed citizenship."

In arranging the categories into which the content of the country papers is classified, Dr. Willey took great pains to avoid making the same mistakes as those he found in other similar studies. He classified news according to the "what" which he found in the lead of the story. This method gives an objective basis upon which to make the classification. His categories finally numbered forty-nine, which he grouped under



the more inclusive headings of civic or political news, economic news, cultural news, sensational news, sport news, personal news, opinion, human interest material, magazine material, miscellaneous matter. One of the main criticisms of the classifications used by other investigators has been that some of their classes of news overlapped others. Dr. Willey's classification has the same fault.

Although the terminology used in the book is not that ordinarily used by newspapermen, it is difficult to see just how personal news could be anything but "human interest" material. It is also quite probable that "magazine material" might contain some personal or human interest material. The author maintains that the magazine material is seldom, if ever, of local significance.

Stress is laid throughout the work on the importance of local news that is to be a socializing influence in the community. The "helps and hints," serial stories, etc., which are syndicated to country papers are rated as zero in socializing importance. Almost as unimportant, from this sociologist's viewpoint, are similar features which are prepared by members of the paper's staff.

The class of news under the head "Sensational" includes all news about crime and criminal procedure, accidents, public welfare investigations, civil suits, suicide, divorce, other crime and catastrophes. "Sensational," as used in this study very evidently does not mean the same as the term used by newspapermen to designate news with certain content and manner of presentation. None of this news, according to Dr. Willey, has any importance in bringing the community to the readers, which is what the socializing process is.

Human interest matter, sensational news, personal news, magazine material, and miscellaneous material are all rejected by the author as having no value in the socializing process. The news which is

valuable in this process includes political, economic, cultural, and sports news. Opinion material of all kinds is also classed with these types of news as being valuable in the socializing process.

Remembering the author's statements that the socializing process is to aid in "bringing the community to the readers," or "to assist the community in knowing itself" and then examining again the classes of news which are declared to be of no value in this process, those who have had practical experience in editing a newspaper for a small community will be immediately struck with the novelty of the author's idea in excluding "personal news" from the types that are important. It will be difficult for any country editor to understand why news of births, deaths, marriages, and personal activities, which the author styles "gossip," does not play an important part in helping readers to know their community and to know its significant happenings. For the average reader of a country paper, this type of news has great significance, hardly even second in importance to sports, political, cultural, or economic news, or any opinionated article. Country readers most surely want to know what their neighbors are thinking but they also want to know what they are doing, which will come to them in the form of personal news. This part of the author's thesis will not stand unquestioned by country editors.

It is significant also to find that the mean percentage of personal news in the Connecticut papers for the period of the study was far greater than the mean percentage for any other type of news. Had the author included personal news in the class of that which was socially significant, his conclusion that these country papers were not fulfilling their socializing function could not have been drawn. The exact opposite of this conclusion would have then resulted—that Connecticut country newspapers were very efficiently helping to socialize the community.

The chapter on "The 'Stability' of News in the Weekly Newspapers" proves nothing which has not for years been known to country editors; namely, that the amount of news of various kinds will vary with the time and the seasons. It is useless to expect to find as much political news in the country paper when no political bodies are in session as there is certain to be in "town meeting month." News cannot exist without source and development.

The importance of local editorials in making the country paper a powerful socializing force is clearly and forcefully shown in the chapter on a comparison of certain types of news. The country editor has his maximum opportunity to interpret the community to itself through local editorials but is very greatly neglecting this opportunity.

The method used in this study will probably be of more use to the sociologist than to the country newspaperman. The importance of local news in this socializing process cannot be impressed upon men now in the profession unless the most interesting, most informing type of local news, which is personal news, is placed where its value demands that it be placed. The conclusions will then be very different from those drawn by Dr. Willey. It would seem reasonable, also that any study which deals with the country newspaper should employ terminology and classifications recognized by men who have been many years in the profession.

The book has value because it shows an objective attempt to make a careful analysis of country newspapers that would in the end help make better country newspapers. The doubtful elements in classifications and terminology, which are always to be found in any "perfect classification," should not deter country editors from reading the valuable material dealing with the importance of the country newspaper as a socializing force. —Charles L. Allen.

## The Press of Persia

By Herrick B. Young

Persia today is waiting. The established order of things whereby for so many thousands of years the common people bowed in trembling fear before an absolute shah is gone. In its place is a powerful army headed by a man who has risen from the ranks to the height of the Peacock Throne itself. Whether or not that same army which proved his means for securing the royal scepter may not be the means of his undoing remains to be seen.

In the meantime freedom of speech and freedom of the press are unheard of. Censorship is so rigorous as to be strangling in its effect on any journalistic enterprise except the mouthpiece of the government itself. The powers that be have not realized that as long as suppression and imprisonment follow the publishing of anything original or thoughtful radical sheets will spring up one night to be gone the next.

This is the history of journalism in Persia during the past decade, for the most part. In a recent survey made it was found that 87 different newspapers have appeared in Teheran, the capital city, during that brief time and that at present there are only five which maintain any degree of regularity.

Editors become wary. One day a newspaper will appear on the streets called "Star of the East." No address is given. The horrified censor collects several policemen and attempts to trace the origin of this radical sheet which is polluting the thoughts of loyal subjects of the shah. In the meanwhile the editor has packed up his hand press and cases of type, moved to another part of the city and the next day mysteriously appears the "Star of the West" with the same sort of incendiary propaganda—all the difference being in the changing of two letters of the title so that the

warrant of the previous day is useless in case the censor does happen to catch the culprit.

Censors are so busy scanning the columns of perfectly harmless publications that often more or less damaging matter does leave the press. Last spring "Persian Youth," the school paper published biweekly in English and Persian by the students of the American College of Teheran, was suppressed for two months on the ground that its columns might be used to advance the candidacy of certain alumni for the "majless," the parliament. At the time, the circulation of the paper was practically nothing outside of the school itself.

"The Iran," the most progressive of the newspapers of Teheran, is making strides in the direction of publishing a metropolitan daily with departments, advertising attractively displayed, headlines and cuts. Having government ap-

proval and cooperation, the efforts of its editor are bearing more fruit than those of the other scribes here. However, a lack of original or unprejudiced opinion in its columns detracts greatly from its popularity among thinking Persians and foreigners.

The lack of crime and scandal in the Persian newspapers of today is explainable in several ways. In the first place, no adequate police records are kept and no unprejudiced courts are functioning. The seclusion of the female portion of the population and the consequent impossibility of "Triangle" and "Love Nest" stories prevents the playing up of the sex appeal. Often when murders or suicides of prominent men do occur they are immediately hushed up due to the personal backing of each newspaper which can easily be prejudiced by the aid of a little "baksheesh."

The Persian government itself is un-

acquainted with the idea that foreign correspondents can publish anything but harmful information. There is no department of the government which is willing to give aid or assistance to foreign news representatives. Nor will they even verify current rumors. Therefore it is little to be wondered that absolute false reports of happenings in Teheran appear in American and English newspapers from time to time.

At coronation time last spring, thousands of tomons were spent to decorate the city in an effort to make the people realize that the new shah was a worthy wearer of regal robes. Neither the foreign office nor the ministry of the court realized that the whole purpose of the coronation was to scatter favorable publicity throughout the world as well as the city. Hours and hours were required by the individual correspondents as well as their respective legations before press tickets were forthcoming. Then not un-

til the last minute was it decided that cameramen would be allowed in the palace grounds during the ceremonies.

Fortunately outgoing telegraph wires are under the control of a British corporation which does not allow censorship to any great extent. The presence of the American Financial Mission in the country, headed by Dr. A. C. Millsbaugh, is another advantageous bit in the lives of the correspondents, for the financial agents are helpful when they can be.

In many ways journalism in Persia today is beginning to awaken from the lethargy of government strangulation and editorial laziness. The arrival of a modern typesetting machine, on the mechanical side; new ideas, on the editorial side; and an established scale of price both in advertising and circulation, on the business side, will mark a rebirth of journalism in the land of the "king of kings."

## Oklahoma Alumni in Journalism

One hundred and forty-five graduates and former students of the University of Oklahoma School of Journalism are now practicing journalism, according to records compiled by the Sooner State Press. The list includes: 32 reporters; 18 newspaper correspondents; 3 Associated Press editors; 17 editors and owners; 3 managers and owners; 12 class or trade journal editors; 8 advertising managers; 8 city editors; 6 society editors; 14 magazine and feature writers; 15 advertising copywriters; 18 teachers of journalism.

The list includes the following men:

Merle F. Blakely, reporter, Evening World, Tulsa, Okla.  
Bird P. Bolton, Associated Press correspondent, Springfield, Ill.  
Victor Bracht, advertising salesman, Leader, Okemah, Okla.  
Joseph A. Brandt, B.A., '21, city editor, Tribune, Tulsa, Okla.  
R. A. Brigham, feature writer, Wetumka Gazette; correspondent, Daily Oklahoman, Oklahoma City, Tulsa World; Wetumka, Okla.  
Buff B. Burtis, advertising manager, Times Democrat and Plain Dealer, Altus, Okla.  
Jerome S. Byers, B.S., in Business, '24, advertising manager, Byers department store, Oklahoma City, Okla.  
Richard M. Caldwell, B.A., '26, city editor, Herald, Sapulpa, Okla.  
Oliver B. Campbell, B.A., '24, managing editor and part owner, Medford Patriot-Star; correspondent, Daily Oklahoman, Oklahoma City; Medford, Okla.  
Willard H. Campbell, B.A., '20, advertising manager, Schuneman & Mannheimer, Inc., St. Paul, Minn.  
Ellis B. Cannon, B.A., '24, reporter, Amarillo (Tex.) News; correspondent, Daily Oklahoman, Oklahoma City; Amarillo, Tex.  
Roscoe S. Cate, B.A., '26, reporter, Phoenix, Muskogee, Okla.  
R. E. Chapman, advertising salesman, Daily Oklahoman, Oklahoma City, Okla.  
R. Jack Christy, reporter and printer, Democrat-Chief, Hobart, Okla.  
I. L. Cook, B.A., '26, editor, Indian Citizen-Democrat, Atoka, Okla.  
Loy Cook, B.A., '24, instructor in journalism, sponsor of Hi-Life, high school, Perry, Okla.  
Albert Cooper, editor, Observer and Press, Blackwell, Okla.  
J. William Cordell, business manager, Jacksonville Today, Jacksonville, Fla.  
J. Lee Cromwell, B.A., '24, advertising salesman, News and Eagle, Enid, Okla.  
Martin Cunningham, editor, Watonga Her-

ald; correspondent, Daily Oklahoman; Watonga, Okla.

William Cunningham, B.A., '25, editorial assistant, Haldeman-Julius Monthly and Quarterly, Girard, Kan.

Sterling W. Davis, classified advertising manager, Phoenix and Times-Democrat, Muskogee, Okla.

Daniel M. Delaney, reporter, Times, Oklahoma City, Okla.

Ennis M. DeWeese, B.A., '21, editor, Hugo News; correspondent, Daily Oklahoman; Hugo, Okla.

L. B. Dilbeck, Associated Press correspondent, Fort Worth, Tex.

Merwin Eberle, B.A., '24, reporter, Oklahoma News, Oklahoma City, Okla.

Julian Evans, B.A., '26, reporter, Transcript, Norman, Okla.

Robley Evans, special feature writer, Oregonian, Portland, Ore.

Gerald Forbes, publicity writer, Oklahomans, Inc., Oklahoma City, Okla.

Raymond O. Foster, reporter, Times, Oklahoma City, Okla.

Douglas Foote, editor, Meter, assistant advertising manager, Oklahoma Gas and Electric Company, Oklahoma City, Okla.

Walter H. Freiburger, B.A., '19, editor, Super-Service, house organ of Central National Bank, Bartlesville, Okla.

Archer Fullingim, B.A., '25, editorial staff, the Herman Publications, Wasco, Cal.

T. R. Gill, Associated Press correspondent, Columbia, Mo.

Harold J. Godschalk, managing editor, News and Eagle, Enid, Okla.

Charles E. Green, reporter, Star-Telegram, Fort Worth, Tex.

Richard Green, editorial staff, Marland Service Man, Ponca City; Norman, Okla.

Charles A. Guy, B.A., '23, part owner, Avalanche-Journal Publishing Company, editor, Avalanche-Journal, Lubbock, Tex.

Rex F. Harlow, secretary, Harlow Publishing Company; magazine writer, contributor, Current History and Liberty; Oklahoma City, Okla.

Lee F. Harkins, editor, American Indian, Tulsa, Okla.

Nat N. Henderson, associate editor, Stigler State Sentinel; correspondent, Daily Oklahoman; feature writer, St. Louis Post-Dispatch; Stigler, Oklahoma.

Joseph W. Hicks, B.A., '23, managing editor, Byllesby Management, Byllesby Engineering and Management Corporation, Chicago, Ill.

Edward Hodges, B.A., '25, editor, Extension News Letter, Norman, Okla.

T. R. Hoefler, B.A., '24, editor and part owner, Cherokee Messenger and Republican; correspondent, Daily Oklahoman; Cherokee, Okla.

Bert Huddleston, reporter, Daily Oklahoman, Oklahoma City, Okla.

W. T. Huff, B.A., '20, managing editor, Phoenix, Muskogee, Okla.

Louis G. Hurst, B.A., '21, sponsor, Voice of Chandler Hi, high school, Chandler, Okla.

Mac Hutchens, reporter, Times, Oklahoma City, Okla.

John W. Hybarger, B.A., '24, instructor in journalism, Oklahoma Baptist University, Shawnee, Okla.

Hiram W. Impson, B.A., '15, editor and part owner, Record, Madill, Okla.

Robert W. Ingram, B.A., '26, reporter and sports, editor, Post, El Paso, Tex.

Cullen Johnson, reporter and desk worker; until recently, Tonkawa correspondent, Ponca City Daily News.

Edgar T. Keller, B.A., '20, advertising and sales promotion man for Booker-King Sales Company, Oklahoma City, Okla.

Bert Kemmerer, publicity writer, Oklahoma Oil Producers, Oklahoma City, Okla.

E. S. Kerrigan, B.A., '23, city editor, Transcript, Norman, Okla.

Vinson Lackey, B.F.A., '20, B.A., '22, reporter and artist, News, Oklahoma City, Okla.

Carl L. Leathwood, editor, Illinois Miner, Oklahoma City, Okla.

A. S. Monroney, B.A., '24, reporter, News, Oklahoma City, Okla.

Leo Morrison, advertising copy writer, Wisconsin News, Milwaukee, Wis.

Walter A. Morrow, managing editor, Capital News, Lansing, Mich.

Tully A. Nettleton, B.A., '23, reporter, Christian Science Monitor, Boston, Mass.

Wesley I. Nunn, contributor, Marland Service Man, advertising manager, Marland Oil Company, Ponca City, Okla.

Fred Passmore, sponsor, Roughrider, Roosevelt junior high school, Oklahoma City, Okla.

Orville Priestley, B.A., '25, city editor, Perry Daily Journal; correspondent, Daily Oklahoman; Perry, Okla.

Robert Rea, B.A., '14, contributing editor, Oklahoma Farmer-Stockman; agricultural writer, Farm and Ranch, Weekly Kansas City Star; Canute, Okla.

LeRoy A. Ritter, B.A., '25, reporter, Daily Oklahoman, Oklahoma City, Okla.

Dorrance D. Roderick, B.A., '22, president and general manager, Avalanche-Journal Publishing Company; business manager, Avalanche-Journal, Lubbock, Tex.



Charles E. Rogers, B.A., '14, head of journalism department, professor of industrial journalism, Kansas State Agricultural College, Manhattan, Kan.

David S. Shackelford, B.A., '23, reporter, Daily Oklahoman, Oklahoma City, Okla.

K. C. Shelburne, head of the K. C. Shelburne, Ins., advertising agency, Oklahoma City, Okla.

Ned Shepler, editor and part owner, Constitution, Lawton, Okla.

Fred B. Shepler, B.A., '15, business manager and part owner, Constitution, Lawton, Okla.

James P. Shofner, manager, Press Publishing Company; editor, Mutual Beneficiary, organ of the Mutual Aid Union, Rogers, Ark.

Paxton Smith, special feature writer, Daily Light, Waxahachie, Tex.

Scott P. Squyres, LL.B., '24, proprietor,

Squyres Publishing Company; editor, the Baton of Kappa Kappa Psi, Oklahoma City, Okla.

Alfred F. Steen, editor of a movie magazine, Kansas City, Mo.

Bennett Story, city editor, Democrat, Durant, Okla.

Otis Sullivan, until recently, reporter, Record, Fort Worth, Tex.

J. Allen Thomas, instructor in journalism, high school, Drumright, Okla.

Marvin Tobias, B.A., '26, advertising manager, Tobias' Store, Atoka, Okla.

Morrison R. Toomer, B.A., '14, editor, Record, Fort Worth, Tex.

Howard R. Van Kirk, B.A., '21, literary editor, the Spectator, Portland, Ore.

Edwin Van Syckle, editor, Times, Cosmopolis, Wash.

Newton Van Zandt, advertising salesman,

Leader, Frederick, Okla.

Fred H. Ward, B.A., '21, editor, Jewel Magazine, house organ of Jewel Tea Company, Chicago, Ill.

Guy P. Webb B.A., '24, free lance writer, Oklahoma City, Okla.

Waldo Wettengel, newspaper editor; until recently, editor and owner, News, Wellston, Okla.

Neil Williams, B.A., '20, assistant refining and market editor, Oil and Gas Journal, Tulsa, Okla.

Gilbert H. Whisenant, advertising writer, Foster and Kleiser Sign Company, Long Beach, Cal.

Harrington Wimberly, B.A., '24, editor and part owner, Beacon, Cordell, Okla.

H. Merle Woods, B.A., '17, editor and part owner, American; correspondent, Daily Oklahoman; El Reno, Okla.

## Prize Winners in Review

DePauw, Michigan and Wisconsin. These are the chapters for which contestants in the Past Presidents' Prize Essay contest won honors when Harold William Fleming, Smith H. Cady, Junior, and Elmer F. Beth walked off with the money in the 1926 event.

No lesser authorities than Karl Bickel, president of the United Press associations, James Wright Brown, publisher of Editor and Publisher, and William P. Beazell, assistant managing editor of The New York World, are responsible for the selection of the work of these three men as the best submitted for the awards.

Fleming, winner of the first prize of \$75, is the holder of the Orlando J. Smith Scholarship in Journalism at DePauw and is a Rector scholar. He became interested in journalism when he was in high school in his home town, Rensselaer, Indiana. He was made editor of the school newspaper in his senior year. At DePauw he has studied under L. E. Mitchell, head of the department of journalism. He is a major student in journalism, a senior, and is looking forward to the time when he will start in as a reporter on a regular newspaper during the coming summer. His address is Men's Hall, Greencastle, Indiana.

Smith H. Cady Junior is a Senior in journalism at the University of Michigan where he will qualify this spring for the degree of Bachelor of Arts and the professional Certificate in Journalism. He has awarded the second prize of \$50. Cady has been devoting his time and energy to journalism since high school days when he spent three years on the Senn (Chicago) high school newspaper, one of the best in the country. During his senior year he was managing editor of the paper. His experience in the University of Michigan in publication work has brought him to the managing editorship of the Michigan Daily after four years of active competition for the position. Cady is secretary of the Michigan chapter of Sigma Delta Chi and is a member of Alpha Sigma Phi. His home is in 5405 Winthrop avenue, Chicago.

Charles F. Beth, winner of the third prize of \$25, is a member of the Wisconsin chapter and his home is in Two Rivers, Wisconsin. Like Fleming and Cady he has been active in journalistic work since his high school days. While in high school at Two Rivers he was editor of the high school magazine, editor of the school annual, and school reporter for the local weekly papers. Incidental-

ly, he was captain of the debating team and valedictorian of his class. Before leaving his home town to become a student at the University of Wisconsin he served for two years as reporter, editorial writer, and columnist for the Two Rivers Chronicle and as correspondent for Manitowoc and Milwaukee papers. He entered the university in 1923 and enrolled in the school of journalism. In his sophomore year he won second place in the prize feature story contest of the Milwaukee Journal and in February, 1925, won a first prize of \$500 in a national humorous essay contest conducted by Vanity Fair. He has acted as correspondent and free lance writer for several newspapers and has sold articles to trade magazines including the Inland Printer.

Beth was a reporter and humor editor on The Daily Cardinal, Wisconsin student daily, until the pressure of his work in the University Press Bureau forced him to resign after being appointed a news editor. In the University Press Bureau he is working under the direction of Professor Grant M. Hyde. Beth is a senior and is secretary of the Wisconsin chapter of Sigma Delta Chi. His school address is 434 Sterling Court, Madison, Wisconsin.

### Bye, Bye, By-Line

The writers who sign their names in newspapers, the popular commentators on sports, the men who conduct personal columns of one sort or another, become known to the public. And they have their value to the publishers, otherwise they would not exist. There is none of them who is indispensable to a newspaper. When one of them drops out, it is never really difficult to replace him with another performer of about the same type, who will gather about him his own particular little group of serious thinkers. A special writer who signs his stuff may impose upon himself for a while, and he may impose upon a portion of the public, as to his importance, and he may even impose upon his employers and the proprietors of the paper on which he works, but he does not as a rule impose upon the rank and file of newspaper workers—the editors and

writers unknown to the public generally who really make the newspapers. For any really good general newspaper in the world could drop off most of the signatures in its columns tomorrow, and still have a character and a personality of its own.—Don Marquis, in the Yale Review.

### What About Accuracy?

(Continued from page 15)

accurate and why, carrying also the statement that accuracy is the watchword of this newspaper. Every head line that is incorrect is sent to the copy desk in order that the City Editor may call the attention of all the copy readers to it. We do not put it on the bulletin board as we do not desire to make a public matter of a copy desk error.

"Third—every item that carries a

misstatement of fact that is of more than average consequence is not only posted but is taken up individually with the writer and he is asked to explain the mistake. Of course, discharge follows to a man who is notoriously careless or who makes no attempt to make his articles more accurate.

"One of the most helpful things that we have found in our business is the demand that every article that comes to the desk must carry the notation of the reporter on the top 'All names confirmed' which means that the reporter has looked up all names in the City Directory or telephone book to be sure that initials and spelling are correct. The copy desk has instructions to accept no story that does not carry this notation."



# Sigma Delta Chi News

## DIRECTORY

### NATIONAL OFFICERS

Honorary President, Kent Cooper, General Manager Associated Press, 383 Madison Avenue, New York City; Past President, Donald H. Clark, Mid-Continent Banker, 408 Olive Street, St. Louis, Mo.; President, Roy L. French, Department of Journalism, University of North Dakota, Grand Forks, N. D.; First Vice-President, James A. Stuart, Managing Editor, The Star, Indianapolis, Ind.; Second Vice-President, (In charge of Petitioning Groups), Lawrence W. Murphy, Department of Journalism, University of Illinois, Urbana, Ill.; Secretary, Robert B. Tarr, Box 115, Pontiac, Mich.; Treasurer, Clifford DePuy, Publisher, Northwestern Banker, 555 Seventh Street, Des Moines, Iowa; Alumni Secretary, Franklin Reck, The American Boy, 550 Lafayette Blvd., Detroit, Mich.; Director, Personnel Bureau, John Earhart, 836 Exchange Avenue, Chicago, Ill.

**EXECUTIVE COUNCILLORS:** Bristow Adams, Cornell University, Ithaca, New York; Edwin V. O'Neil, Care The Times, Indianapolis, Ind.; Maurice O. Ryan, Care The World, Devil's Lake, N. D.; Walter Humphrey, Care The Press, Ft. Worth, Texas.

### CHAPTER SECRETARIES

Butler—Indianapolis, Carroll E. Nipp, 27 S. Arlington Avenue.  
California—Berkeley, Philip F. Ray, 417 El Cerrito Avenue, Piedmont, Cal.  
Colorado—Boulder, Al Wall, 981 Eleventh.  
Columbia—New York City, Ralph H. Lester, 11 W. 89th St.  
Cornell—Ithaca, N. Y., William M. Smartt, 103 McGraw Place.  
DePauw—Greencastle, Ind., Dean M. McMahon, Sigma Nu House.  
Drake—Des Moines, Ia., Kenneth Hartman, 623 36th St.  
Grinnell—Grinnell, Ia., William Gassen, 1023 Park St.  
Illinois—Champaign, Irving L. Dilliard, 407 East Daniel St.  
Indiana—Bloomington, Claude O. Brewer, Indiana Daily Student.  
Iowa State—Ames, Ia., Mark Cramer, 201 Gray St.  
Iowa—Iowa City, Ia., Leonard McGuire, 313 S. Lucas St.  
Kansas State—Manhattan, Kan., Lawrence W. Youngman, Box 453 K. S. A. C.  
Kansas—Lawrence, Kan., Marion A. Wilson, 1137 Indiana St.  
Louisiana—Baton Rouge, La., James W. Saxon, 507 Boyd Ave.  
Marquette—Milwaukee, Wis., Thomas Sankey, 671 10th St.  
Michigan—Ann Arbor, Smith H. Cady, Jr., 1315 Hill St.  
Minnesota—Minneapolis, Carl H. Litzberg, 711 E. River Road.  
Missouri—Columbia, J. Russell Heitman, 613 Maryland Place.  
Montana—Missoula, Robert Alling, 441 Daly Ave.  
Nebraska—Lincoln, Kenneth W. Cook, 348 No. 14th St.  
North Dakota—Edward Thompson, Phi Delta Theta House, Grand Forks, N. Dak.  
Northwestern—Evanston, Ill., Philip D. Jordan, 2023 Orrington Ave.  
Ohio State—Columbus, O., Norman Seigel, 175 15th Ave.  
Oklahoma—Norman, Harry Kniseley, Beta Theta Pi House.  
Oregon State—Corvallis, Ore., Ridgway Foley, Beta Theta Pi House.  
Oregon U—Eugene, Ore., Herbert F. Lundy, 1369 Agate St.  
Pittsburgh—Pittsburgh, Pa., John Y. Dale, 6 Brushton Ave.  
Purdue—West Lafayette, Ind., J. D. Lemon, 503 State St.

South Dakota—Vermillion, S. D., Stanton L. Clark, Beta Theta Pi House.  
Stanford—Stanford Univ., Cal., Alfred B. Post, Box 658.

Syracuse—Syracuse, N. Y., A. Gordon Smith, 737 Comstock Ave.

Texas—Austin, Texas, Burt Dyke, 3109 Wheeler St.

Toronto—Toronto, Ontario, B. J. O'Boyle, 40 Dundonald.

Washington State—Pullman, Wash., Howard Greer, Phi Delta Theta.

Washington Univ.—Seattle, Wash., Stuart Hertz, 4604 16th N. E.

Western Reserve—Cleveland, O., Ralph S. Tyler, 2835 Berkshire Road.

Wisconsin—Madison, Wis., James M. Nelson, 225 Lake Lawn Place.

### ALUMNI SECRETARIES

Chicago—Lee Comegys, 1415 Sherwin Ave., Chicago, Ill.

Des Moines—Hal D. Read, Care Equitable Life Insurance Company, of Iowa, Des Moines.

Detroit—Bernard E. Meyers, Detroit News, Detroit, Mich.

Indianapolis—John Heiny, The Indianapolis News.

Minneapolis—F. J. D. Larson, Minneapolis, Minn.

Oklahoma City—Tulley A. Nettleton, 907 W. 20th St., Oklahoma City, Okla.

Pittsburgh—Henry I. Berlovich, 450 Century Bldg., Pittsburgh, Pa.

Milwaukee—John D. Ferguson, Milwaukee Journal, Milwaukee, Wis.

Washington—Raymond Clapper, 1322 N. Y. Ave., Washington, D. C.

St. Louis—Carl Felker, 5574 Pershing Ave., St. Louis, Mo.

Three local fraternities which are preparing petitions to Sigma Delta Chi have been authorized to proceed with the work of compiling data for use in the printed statement of their cases. These locals are located at the University of Pennsylvania, the University of Georgia, and the University of Southern California.

The fraternity at Pennsylvania is known as the Alpha Beta Chi fraternity and it has made a good record since its establishment several years ago, winning the approval of the members of the faculty interested in journalism, and giving its cooperation in the development of the department of journalism. Sigma Delta Chi maintained a chapter at Pennsylvania for a short time before the World War but the group lost its charter due to the fact that instruction in journalism was not well developed at the time of its existence and there was no element of stability present to give the chapter a permanent character. This shortcoming has now been overcome as the University offers all the fundamental courses of a school of journalism and permits students to major in journalism. A large number of men are enrolled in reporting, copy reading, feature writing, editorial writing, history and ethics of journalism, advertising, and other courses, and the members of the journalism faculty are taking an interest in the work of the student organization. Staff members of the large Philadelphia newspapers and magazines are cooperating with the school and with the students.

THE QUILL Club at the University of Georgia, Athens, is a professional body of men students which has been active on the campus since the organization of the Henry W. Grady School of Journal-

ism under Dean Sanford shortly after the World War. Members of the organization have been interested in petitioning Sigma Delta Chi for three years but have been waiting until the group was sufficiently strong in numbers to merit consideration. All the members are prepared to take the pledge of the national fraternity and the enrollment in the school of journalism has now reached a point which promises a large enough group of eligibles for the maintenance of an active chapter. The organization has the endorsement of Dean Sanford and other members of the journalism faculty.

At the University of Southern California, the Scribblers have been making a name for themselves for several years. They were organized with membership in Sigma Delta Chi as one of their goals and the members have played an important part in journalistic activities on the campus for three years. Southern California has a department of journalism headed by Marc N. Goodnow, a man with many years of experience as a reporter and desk man on city papers. Fundamental courses are offered in reporting, copy reading, feature writing and other subjects.

Other institutions which have local fraternities interested in petitioning Sigma Delta Chi are the Universities of South Carolina, North Carolina, Florida, Washington and Lee, Utah, Southern Methodist, Boston, Rutgers, Maryland, George Washington, West Virginia, Arkansas, Tulane, Mercer, Nevada, and Ohio (at Athens). The list includes practically all universities of any size which have departments or schools of journalism, excluding the present membership roll. Sigma Delta Chi is reaching the saturation point on chapters as there are few institutions left which do not have charters in the national organization. The fraternity can look forward to the time when it will have increased its present roll from 38 to 50 but beyond that there will not be a new chapter once in five years as there will not be more than 50 Class A schools of journalism for many years and the fraternity has found by experience that it should not maintain chapters in schools which do not develop their instruction in journalism in keeping with the requirements of the profession.

THE QUILL Endowment Fund has passed the \$19,000 mark. This means that it is already earning half enough interest to support THE QUILL in its present size. In a short time the fund will make possible a larger and better magazine.

Chapter secretaries are urged to send in personal items concerning members for publication in THE QUILL. News of the schools and chapter activities will be welcomed. Address contributions to 109 University Hall, Urbana, Ill.

The petition from Georgia has been mailed to the chapters for a final vote. It carries several strong recommendations.

# The Professional Register

Karl Fischer, Indiana, '25, who has been doing editorial work with the Banta Publishing Company, Menasha, Wisconsin, will return to Indiana University to start work toward a master's degree in journalism.

Randall Gould, Wisconsin, United Press manager at Peking, spent a large portion of the past summer traveling. He journeyed throughout Manchuria, strengthening the United Press protection in that turbulent corner of the world, and then spent upwards of a month relieving Miles Vaughn at Tokyo.

After his return to Peking, Gould found the Chinese war had obligingly transferred its activities almost to the gates of the city and he made a tour of the fighting front with General Chang Hsueh-liang, son of Marshal Chang, the Manchurian war lord, as his guide.

Chief among Gould's adventures was his horse's tumble into a trench. General Chang ruined his immaculate white uniform attempting to extract the horse.

Karl Kessler, Beloit, is on the copy desk of the Chicago Daily News.

Norval Neil Luxon, Ohio State, '23, is in Ward I-5, Veterans Hospital, Oteen, N. C., convalescing from tuberculosis of the bowels and tubercular peritonitis discovered when he was operated on October 5, 1925, at which time he was city editor of The Canton Daily News, Canton, Ohio. He has been in Carolina since May, 1926 having spent the preceding eight months in a hospital in Canton and at the home of his parents in Northern Ohio. Luxon edited The Oteen Skylight, weekly paper at the Hospital owned by the Oteen Chapter Disabled American Veterans of the World War from August 1 to November 30, 1926, at which time he was forced to give up the work and return to spending more time in bed.

Jack L. Bell, Oklahoma, is assistant city editor of the Daily Oklahoman, Oklahoma City.

The recent purchase of The Bloomington Evening World by George Purcell, Indiana Associate, places two of the three newspapers in Bloomington, Indiana, in the hands of publishers who are Sigma Delta Chis. Paul Feltus, Indiana Associate, is publisher of The Bloomington Star, of which John E. Stempel, Indiana, '23, is city editor.

Ralph Bell, Montana, is on the sports desk of the Chicago Journal.

Frank W. Mayborn, Colorado, is a new addition to the staff of the Dallas Morning News.

Last issue of Sigma Chi magazine says Thomas E. Ennis, North Dakota, '24, is instructor in history at Peking University, China.

Olaf Bue, Montana, is a reporter on the Chicago Daily News.

Mark Trueblood, Indiana, '22, is editing a monthly insurance house organ at Cincinnati. He was formerly with The Time-Star at Cincinnati.

Morrison R. Toomer, Oklahoma, and George Smith, DePauw, are editor and classified advertising manager, respectively, of the Fort Worth Press, Scripps-Howard newspaper. Charles E. Green, Oklahoma, is on the staff of the Fort Worth Star-Telegram.

Frederic McPherson, Missouri, '25, is said to be the youngest editor in California. His paper, the Santa Cruz Morning Sentinel, established in 1855, is one of the oldest papers in the state. McPherson is twenty-five years old.

Laurence H. Sloan, who was graduated from the School of Journalism, Columbia University, is the author of "Security Speculation—the Dazzling Adventure," recently brought out by Harper & Brothers. Mr. Sloan is managing editor of the Standard Statistics Company, Incorporated, and was formerly night city editor of the New York Tribune.

Lewis Hunt, Montana associate, is assistant city editor of the Chicago Daily News.

Fourteen of the regular news correspondents for the Daily Oklahoman, Oklahoma City, are graduates or former students of the University of Oklahoma school of journalism. A number of other occasional contributors or feature correspondents were former students in the school of journalism.

The list of news correspondents who received their training at the university is as follows: R. A. Brigham, Wetumka; J. O. Beach, Alva; Hutton Bellah, Altus; Joe Cannon, Amarillo, Texas; Martin Cunningham, Watonga; Albert Cooper, Hugo; Fayette Copeland, Norman; O. B. Campbell, Medford; Ennis M. DeWesse, Hugo; Foster Harris, Amarillo, Texas; Ted Hoefler, Cherokee; Mrs. Hattie May Lachenmeyer, Cushing; Orville Priestley, Perry; H. M. Woods, El Reno.

Merryle Stanley Rukeyser, Columbia, '17, who resigned as financial editor of the New York Evening Journal, is now preparing a series of daily financial news features for out of town newspapers. The material which is intended for the great masses of new investors who do not ordinarily read financial pages is syndicated by Current News Features, Incorporated, of Washington, of which David Lawrence is president. Mr. Rukeyser is also contributing regularly articles on financial topics to national magazines. A new and revised edition of his book, "THE COMMON SENSE OF MONEY AND INVESTMENTS" has been published by Simon & Schuster, and the Review of Reviews Company has arranged to bring out a special edition for new subscribers to its magazine. Mr. Rukeyser is in charge of courses in financial writing

at the School of Journalism, Columbia University, and is president of the Alumni Association of the school.

Robert Galloway, Oregon, '29, has joined the reporting staff of the Oregon Voter, "A monthly magazine of citizenship" for the term of the state legislature which opened January 10. Mr. Galloway will return to the University in the spring term to continue his studies in journalism.

Clement E. Trout is now head of the Department of Publications and professor of journalism at the Oklahoma A. and M. College, Stillwater, Oklahoma.

Reuel S. Moore, Oregon, '21, has been shifted from the news side to the business end of the United Press, and is now working the Pacific coast territory out of San Francisco headquarters. He recently addressed a joint meeting of Sigma Delta Chi and Theta Sigma Phi on the Oregon campus, on the workings of news agencies.

Maxwell Miles Geffen, Columbia, '16, has just taken over control of the Select Printing Company, New York, with which he has been connected during the last eight years. Two of his fellow students from the School of Journalism, Columbia University, have been elected to the board of directors of the company.

Abraham Rothman, Columbia, '17, who is American correspondent of the Australian News Service, stationed at New York, is planning a trip to Australia.

Theodore Janes, Oregon, ex-'25, is now a member of the reporting staff of the Burlington (Vermont) Free Press.

Arthur S. Rudd, Oregon, '25, has transferred his allegiance from the Associated Editors of Chicago to the McNaught Syndicate, New York City, which he is representing on the road.

C. L. Leathwood, Oklahoma, is covering the Illinois legislature for the Illinois Miner, a weekly publication with 70,000 circulation.

Jack C. Norwell, Junior, is now department manager of Roos brothers store at Oakland, California. His address is Hotel Whitecotten, Berkeley, California. (One more name off the lost list, thanks to R. W. Neill.)

Ernest Wetherwell, president of the Washington chapter of Sigma Delta Chi, is associate editor of The Washington Newspaper.

W. K. Charles has accepted a position in the journalism department of Iowa State College at Ames. Charles was editor of the Manhattan Kansas Morning Chronicle before going to Ames. C. R. Smith of this chapter also teaches on the journalism staff of the Iowa institution.

Russell E. Frost, Wisconsin, has reason to believe that eight and two are his lucky numbers, rather than the seven-eleven of domino fame. Frost's son, John Warren, was born on 8/2/27, at 8:02 in the morning weighing eight pounds and two ounces. Frost is junior editor of Hoard's Dairyman, Fort Atkinson, Wisconsin.

Edward P. Leonard, Illinois, is now director of the subscription sales division of the International Correspondence schools at Scranton, Pennsylvania. He was formerly director of advertising for the institution, and prior to that was associate editor of System.

John Moriarty, whose name has appeared in the lost column, is reported as deceased. He died last fall from injuries received in an auto accident.

J. W. Hicks, managing editor of Bylesby Management, 231 South La-Salle Street, Chicago, is the father of a small daughter. He believes that the listing of his name in the lost column is a slight exaggeration of his present condition.

Fred Ellsworth, Kansas, formerly on the staff of the Pratt, Kansas, Tribune, is now secretary of the University of Kansas Alumni Association. Ellsworth has a son, Robert Fred Ellsworth, who will soon be a year old. Mrs. Ellsworth is a Kansas graduate of the class of 1921, formerly Lucile Rarig.

Newton Cross, Kansas State, has accepted the position of editor on the Manhattan Morning Chronicle. This place was vacated when W. K. Charles joined the Iowa State College teaching staff.

Roy D. Pinkerton, Washington, who is editor of the Ventura (Cal.) Star issued a special edition announcing the birth of a daughter in December and sent copies of it to friends. He was formerly editor of the Tacoma Times, the Seattle Star and the San Diego Sun before going to Ventura.

Morse Salisbury, Kansas State, has been awarded a fellowship in the department of journalism at the University of Wisconsin and will receive his master's degree this spring. He edits the university's press clip sheet.

"Are you going to make a newspaper man out of him?" Ralph W. Pinkerton, Washington, is being asked these days. The son was born December 20. Pinkerton is publisher of the Ferndale (Wash.) Record.

Leland F. Leland, Minnesota, is editor and manager of The Minnesota Alumni Weekly and of the Teke, magazine of the Tau Kappa Epsilon fraternity.

Clayton V. Bernhard, Washington State, is on the staff of the Evening Recorder and Morning Olympian at Olympia, Wash.

## LOST!

The present addresses of the following men. What are they doing? Please notify THE QUILL Circulation Department, 836 Exchange Avenue, Chicago, Illinois.

Name of Member	Chapter
Acuff, Lloyd C.	Columbia
Anderson, Hayward M.	Ohio
Billington, Ray A.	Michigan
Brown, Lemuel H.	Louisiana
Busenbark, Ross E.	Kansas
Cunningham, Willard D.	Missouri
Davis, Arthur E.	Ohio
Davis, Wayne K.	Oregon State
Dworshak, George C.	Minnesota
Flaherty, Wm. M.	Montana
Frankenberger, Homer G.	Minnesota
Fredericks, Robert T.	Montana
Gramling, Oliver S.	Columbia
Griebling, Robert T.	Wisconsin
Hedges, Marion Hawthorne.	DePauw
Irwin, Lawrence E.	Pittsburgh
Kearney, Alfred P.	Ohio
Kneeland, Edwin L.	Maine
Koch, Stanley Dallet.	Ohio
Lewinski, Elwyn J.	Marquette
MacGinnes, Chas. P.	Wisconsin
Massey, Addison R.	Kansas
McDouglas, Taine Gilbert.	Ohio
McMahon, Eugene D.	Oklahoma
McNally, Sherman J.	Iowa
Meyers, Joseph O.	Illinois
Miller, David.	Texas
Mittinger, Eugene E.	Marquette
Nelson, Alfonso Paul.	Marquette
Pacis, Vicente A.	Illinois
Poynter, Nelson R.	Indiana
Remington, Owen J.	Illinois
Rogers, Russel F.	Iowa State
Scrymgeour, J. L. S.	Michigan
Smith, George M. G.	Toronto
Smith, Kenneth J.	Columbia
Stewart, Charles M.	Toronto
Swenson, Stanley C.	Kansas State
Tammings, Garrett S.	Denver
Tee-Garden, Chester U.	Washington
Tobin, Dallar R.	Ohio
Tonsing, Robert L.	Kansas
Torrey, Volta W.	Nebraska
Treweeke, Richard L.	Kansas
Turner, Ralph H.	Missouri
Walling, Alfred D.	Columbia
Warren, Carl N.	Northwestern
Whitbeck, Loyd Stone.	Minnesota
Williams, Richmond B.	Columbia
Wing, Willis R.	Washington
Winsborough, H. P.	Missouri
Wolters, Lorenz G.	Iowa
Zalken, William	Missouri
Zilmer, Bertram G.	Wisconsin

Norman H. Hill, Michigan, and Harold Titus, of Traverse City, Michigan, were recently appointed members of the Michigan Conservation Commission by Gov. Green. Hill is managing editor of The Evening News, Sault Ste. Marie Titus is a widely known author.

Chesser M. Campbell, Michigan, has been appointed manager of the eastern division of the National advertising department of The Chicago Tribune. He joined the staff of the Paris edition of the Tribune in 1921, and recently has been Western representative of the Eastern department at Chicago. Campbell was married February 4 to Miss Hallie Birney Calhoun.

J. C. Kaynor, Washington, publisher of the Ellensburg (Wash.) Evening Record, has been named a director of the Ellensburg Chamber of Commerce for a three year term. He has been connected with that body for eight years, serving as president, vice-president or director.

Ralph E. Ammon, Wisconsin, farm editor of The Wisconsin State Journal, Madison, directed a novelty stunt known as a Home Talent Tournament in which 22 rural community clubs of Dane county, the capital county, offered one-act plays in competition for \$150 in cash prizes. At the final contest staged during farmers week at the Wisconsin college of Agriculture hundreds of people were turned away, more than 3,900 seeing the various plays. The stunt is proving a profitable one for The State Journal.

Chapin D. Foster, Washington, is chairman of the "Awakening of Washington" committee of the Washington Press Association. The movement is a statewide campaign.

Buff Burtis, Oklahoma, '25, was elected first vice-president of the Altus Advertising Club February 11. Burtis is advertising manager of the Altus Publishing Company, publishing the Blair, Okla., Messenger, Altus, Okla. Times-Democrat and Altus, Okla., Plain Dealer.

Russel H. Miles, Illinois, is editor of San Diego Business, a journal of community development published by the San Diego Chamber of Commerce.

Emerson B. Brown, Washington, publisher of the Auburn (Wash.) Globe-Republican, died Dec. 5 after an illness of more than two years.

Donald D. Hogate and Don Maxwell, DePauw, are in the Chicago Tribune sports department. Maxwell is sports editor. Hogate was married recently to Miss Betty Lockridge, also a DePauw graduate.

Hutton Bellah, Oklahoma, '23, presided over the midwinter meeting of the Oklahoma Press Association January 14 in the absence of H. G. Spaulding, Oklahoma honorary, 1923, president of the Association.

William P. Lindley, Illinois '24, formerly with the Indianapolis Times, has been transferred to the Denver News, recently purchased by the Scripps-Howard Newspaper Alliance.

Two alumni of the Washington chapter were advanced in a recent deal involving three state weeklies. Roy G. Rosenthal returned to Seattle as vice-president of the University Publishing Co., owners of the University District Herald, and W. Chapin Collings took over the editorship of the Montesano Vidette vacated by Rosenthal. Wendell Brackett continued as associate editor of the Vidette. Collings was formerly editor of the Elma Chronicle.

Philip Maxwell, DePauw '24, is on the Louisville Times copy desk.

The Oklahoma Press Association special legislative committee appointed in January is headed by Bill Marti-



neau, Oklahoma honorary 1924, and the committee membership contained the following Sigma Delta Chis: Martineau; H. Merle Woods, Oklahoma, editor EL Reno American; Clyde E. Muchmore, Oklahoma, editor Ponca City News; H. G. Spaulding, Oklahoma, editor Shawnee Morning News, and Hutton Bellah, Oklahoma, editor and publisher, Times-Democrat and Plain Dealer, Altus, Okla.

Harrington Wimblery, Oklahoma, '24, editor Cordell Beacon, Cordell, Oklahoma, was operated on for appendicitis early in January. He is now back at his desk on the Beacon.

Kenneth G. Crawford, Beloit '24, was transferred January 10 to St. Louis where he is manager of the United Press bureau. Gerald P. Overton, Michigan, is in charge of the Indiana bureau.

Harold Turnblad, Washington, is now Seattle correspondent for the Associated Press, replacing Abram W. Smith Wash. Asso., who is now with the Seattle Times.

Jepson Cadou, Indiana, recently left the Indianapolis Times to become political writer for the International News Bureau in Indianapolis.

Herbert Kretschman, Washington, has assumed the editorship of the Auburn Globe-Republican. He had been on the editorial staff of the Seattle Star since he left college.

Thomas E. Dobbs, Washington, is the father of a daughter, Vida Ann, who arrived on press day, Jan. 20. Dobbs is publisher of the Snohomish (Wash.) County Tribune.

Orien W. Fifer, Jr., DePauw, '25, is in Madison, Wisconsin, with the Associated Press.

L. R. Combs, Kansas State '26, is with the Emporia Gazette, as farm reporter, with all duties of editor. He writes a page of local farm news every two days as well as a signed column. The position was just created on the staff when Combs took the job. He is the first K.S.A.C. graduate to go out in this special type of work; the idea seems to be taking well with farmers.

L. B. Mickel, Kansas State, recently took the place of E. T. Conkle as Superintendent of the Chicago bureau of the United Press. Since 1911 when he started with this institution he has served practically every bureau in the United system. Mickel's office will be moved to New York.

Floyd H. Edwards, Indiana, is on the staff of the Herald-Post, Louisville, Kentucky.

The Times-Democrat and Plain Dealer, Altus, Okla., edited and owned by Hutton Bellah, Oklahoma, and with Buff Burtis, Oklahoma advertising manager, won the Oklahoma Press Associa-

tion silver loving cup for the Greatest Community Service in the state in 1926. The service rendered was putting over a million dollar water and irrigation project on the North Fork of Red River at Lugert, Oklahoma.

Robert A. Glenn, Washington, is president of the Spokane alumni chapter for 1927. Glenn is night editor of the Spokesman-Review.

Roger Steffan, Ohio, has been made an executive in the National City Bank, New York, the largest financial institution in America. Steffan was formerly editor of the Ohio State Lantern, editor of the Delta Chi Quarterly, reporter on the Cleveland Press, telegraph editor of the Ohio State Journal, editor and half owner of a daily newspaper in North Carolina, a correspondent for the Associated Press, and a member of the editorial staff of the Cincinnati Post.

Archie Watts, Washington, is with the Whatecom-Skagit Farm Bureau News at Bellingham, Washington.

Thirty-five of the teachers of journalism in colleges and universities of the United States are alumni of the University of Wisconsin Course in Journalism.

### An Indian Farewell

The journalistic symbol, "30," meaning the end, has a queer Indian origin. In Bengali, "80" is employed to mean "farewell" and means, literally, "I quit." One Mr. Holwell, an English officer in Fort William, Calcutta, used the figure at the end of a letter which he sent to the East India Company in 1758. The company, out of fun, used the figure in their publication, mistakenly making it 30. Hence came the use.—D. R. Ghosh.

### Why Reporters Go Stale

(Continued from page 18)

soldier, the funerals of Wilson and Harding, Queen Marie's meeting with the Rumanian workman in the steel mill of Gary are masterpieces of English writing.

Getting back to the lead of this story and the question raised by the city editor, here is Cap's reply.

"Young people come into newspaper work with a certain amount of idealism, with a certain 'crusade' spirit. This combined with their enthusiasm and talent, pushes them rapidly to the front. Each new experience, each new field opened, each new contact, is given their wholehearted support and they write as though they were 'sold' on what they were writing.

"But there are too many who fail to realize the true value of each new experience; they begin to assume a blasé, cynical, sophisticated air and no matter how startling the event, they believe it smart to be bored. Then they are through. The minute the world seems to them an open book, that minute marks their 'thirty.' They lose their human touch, they are no longer sympathetic and their writings fail to grip the readers. Personally, I would like to see every reporter keep his life one of human interest."

## SHAKE

### Rapid Transit.

"Great Caesar's ghost!" shouted the editor of the tabloid newspaper. "I can't make head or tail out of this dispatch from our special correspondent in South America."

"Neither could I," said his assistant. "Jimmie," called the editor to the office boy, "ask the South American correspondent to step in here a minute."—Life.

"Our family is sure politician. Father is a Republican, mother is a Democrat, the baby's wet, the cow's dry, and the dog is a socialist, he sits around and howls day after day."—Iowa State Green Gander.

### True Hospitality.

A spinster encountered some boys in the old swimming-hole, minus everything but nature's garb, and was horrified.

"Isn't it against the law to bathe without suits on, little boys?"

"Yes'm," announced freckled Johnny, "but Jimmy's father is a policeman, so you can come on in."—Pittsburgh Chronicle Telegraph.

It is just conceivable that the country might be entirely satisfied with the following ticket: For President, Coolidge; for Vice-President, Dawes; for White House Spokesman, Will Rogers.—Life.

A Californian fruit grower association is offering ten thousand dollars in prizes for interesting letters about prunes. Now is the time for some aspiring writer to do a biography of Secretary Kellogg.—Judge.

Another easy way to get along with the yellow races is to treat them white.—Baltimore Sun.

### When Mercy Seasons Justice.

Irvin Wilkes was fined \$200 and given \$30 in jail by Judge Mears after his conviction on a charge of selling liquor.—Oregon Journal (Portland).

### High Visibility.

FOR SALE—SHOW CASE, 12 feet 4 inches by 32½ inches wide, 7 ft. 4½ in height. Nicely furnished room for lady.—Ad in a Laredo paper.

### Apropos of Brass Tacks.

Prominent Banker (concluding his little chat with the ship-news reporters) —"And as for the foreign-debt situation, I believe that Secretary Mellon has handled the matter in a masterly fashion. If you don't agree with me, I should be glad to answer any questions you may have in mind."

Tabloid Reporter—"Is it true that your wife is contemplating divorce?"—Life.

Elderly Newsdealer—Evening Sun.  
Belated Reveler—Evening, Sir.—Princeton Tiger.

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## What Readers Are Saying

Have just received my January *QUILL* and enjoyed it thoroughly. It is more and more taking a place, the need of which has long been felt by just-out-of-college journalists. Keep up the good work. I appreciated greatly the treatment of the History of the Fraternity. The All-American Alumni Club appeals. Are we to get more on that?—R. W. Neil, City Editor Idaho State Journal.

\* \* \*

Permit me to be among the first who offer congratulations on the January issue of *THE QUILL*. It abounds with interesting articles and filler-in features that are especially delightful. *THE QUILL*, developing as it is, is now, I feel, a real aid to the journalist. Best of luck.—Leland F. Leland, Editor The Minnesota Alumni Weekly.

\* \* \*

Just a note to express my congratulations on the fine journal you are putting out on behalf of our journalistic fraternity. It is refreshing, I am sure, to all the alumni, and should serve as an inspiration to the undergraduate members.—J. W. Hicks, Managing Editor, Byllesby Management, Chicago.

\* \* \*

The January *QUILL* reached me a few days ago. It pleased me very much and I wanted to let you know about it. It doesn't seem possible that anyone should criticize it in the least. (Editor's note: I wish someone would.) You may know that I was especially gratified to see that you published the yarn about the meeting of the Chicago alumni.—Mortimer Goodwin, The Breeder's Gazette.

## Wear Your BALFOUR BADGE

Sigma Delta Chi is one professional fraternity that really stands for something.

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